

**ENTREPRENEURSHIP CENTRE**

**EKITI STATE UNIVERSITY**

**ADO- EKITI, NIGERIA**

**EKSU-ESC**

# **OPERATIONAL MANUAL**

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# **EKSU ENTREPRENEURSHIP CENTRE**

## **SECTION 1**

### **INTRODUCTION**

The EKSU Entrepreneurship Centre is established primarily to provide Entrepreneurship training, education and research in the University. It designed to run entrepreneurship programme as all-semester courses and compulsory for all students of the University irrespective of the chosen field of Study. All students are expected to participate in both theoretical and practical aspects of the programme. The operations of the programme are housed in the Entrepreneurship Centre (EKSU-ESC).

#### **1.1 Vision**

The EKSU-ESC Vision is to empower student with entrepreneurial ability and capacity in a bid to make them productive and contribute significantly toward sustainable national socio-economic and human development.

#### **1.2 Mission**

The mission is to inculcate entrepreneurial spirit, skills and knowledge in the University graduates and interested participants with a view to empowering them to become wealth-creators and self-sustained.

### **1.3 Objectives of the Centre**

The establishment of the Entrepreneurship Centre is in line with the directive of the Federal Government that entrepreneurship education be inculcated in the curriculum of all Nigeria Universities for all students irrespective of their courses of study. This will also help to actualize the philosophy, vision and goal of Ekiti State University.

The specific objectives of the EKSU-ESC are to:

1. providing opportunities for entrepreneurial education in the University.
2. imparting entrepreneurial skills in students, staffs, and members of the external Community.
3. creating and promoting entrepreneurial awareness and opportunities within and outside the University environment
4. enhancing the capacity potential and practicing entrepreneurs who desire to learn practical entrepreneurial skills;
5. providing supportive programmes to SME operators in the community as well as mentoring their activities.
6. making employers of labour in the EKSU graduates, thereby reducing the level of unemployment in the country.
7. contributing to and enhancing the development and growth of entrepreneurship in the country

#### **1.4 Benefits of the Centre**

1. The Centre will not only serve students who intend to start and lead their own enterprises but will help them develop necessary skills and understand how entrepreneurial firms operate.
2. The centre will promote innovation, creativity and opportunity recognition which are very important prerequisites for anyone entering the market place. These entrepreneurial skills will prepare students for the diverse, ever-changing opportunities and challenges of life.
3. The centre will equip students in identifying methods of enhancing the management innovation and creativity in an organization
4. The centre will assist students to acquire necessary entrepreneurial skills to complement technology-based education offered in the University.
5. It will provide a unique opportunity for students and the society at large to take courses in Entrepreneurship in addition to their undergraduate major.
6. It will foster development of entrepreneurial skills in students, youth (both genders) of the University Community and the society at large, thereby preventing restiveness and attendant vices.

## **SECTION 2**

### **2.0 MANAGEMENT OF THE CENTRE**

#### **2.1 Administrative Structure**

The Management and Operational Structure of the Centre include the following:

- (i) The Governing Board
- (ii) The Management Board
- (iii) The Secretariat

#### **2.2 The Governing Board**

##### **2.2.1 Composition**

The Governing Board for the Centre shall comprise the following number:

1. The Vice-Chancellor as Chairman
2. The Director of the Centre as Member
3. Dean, Faculty of Management Science
4. A nominee of the University Governing Council as Member
5. Two nominees of Senate as members
6. One nominee from outside the University as member
7. A Senior Administrative Staff who shall be Secretary to Member/Secretary to Member/Secretary to the Board.

### **2.2.2 Functions**

The Governing Board shall be the policy decision making body of the Centre and shall report through the Vice Chancellor to the Governing Council of the University for the ratification of its policy decisions, other than academic matters, which shall be subject to ratification of the Senate of the University as the case may be.

## **2.3 Management Board**

### **2.3.1 Composition**

The Management Board for the Centre shall comprise the following:

1. The Director of the Centre as Chairman
2. Head of the Academic and Curriculum Unit of the Centre
3. Head of the Research, Training and Consultancy Unit of the Centre
4. Head of the Technical/Vocation Unit of the Centre
5. A Senior Administrative Staff who shall serve as Secretary of the Centre and the Management Board.

### **3.3.2 Functions**

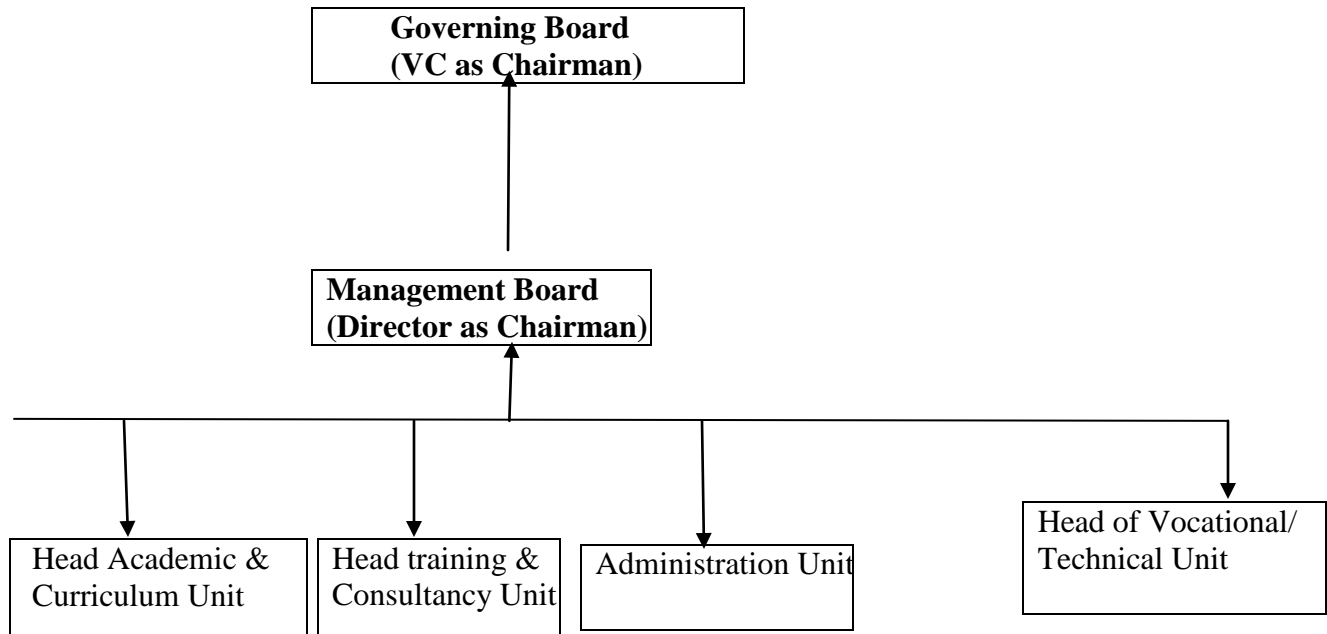
The Management Board shall formulate policy issues and set agenda for the Centre and present same to the Governing Board for ratification and also implement approved policy

decisions by designing programmes and activities for the management and day to day administration of the Centre. The Director of the Centre shall report directly to the Office of the Vice-Chancellor in the performance of his duties as the Accounting Officer and Academic head of the Centre.



The Secretary of the Centre appointed by the Vice-Chancellor from the Registry shall report to the Director for duties in the co-ordination and implementation of policies and day to day administration of the Centre.

#### 2.4 Organogram



#### 2.4 Centre Operations

The Units of the Centre are as follows:

- (i) Office of the Director
- (ii) Administrative Unit
- (iii) Academic and Curriculum Unit

(iv) Training and Consultancy Unit

(v) Technical/Vocational Unit

Staff from various Faculties appointed to teach at the Centre and those invited by the University from the Private and Public Sector to take technical course and practical training and consultancy shall be assigned various arm/section of the Unit.

The Unit officials shall perform specific tasks and report to the Director on their day to day activities;

a. Head, Academic and Curriculum Unit of the Centre shall be a Senior Academic Staff and shall advise the Director the Director and coordinate Lecturers appointed from various faculties to teach at the Centre.

b. Head, Training and Consultancy Unit of the Centre who shall be a Senior Academic Staff to coordinate consultancy, training ideas and research modules.

c. Head, Technical and Vocational Unit of the Centre shall be a Senior Academic Staff who shall advise and assist the Centre Director in management of Technical matters and expertise at the Centre.

## **SECTION 3**

### **3.0 PARTNERSHIP**

#### **3.1 Areas for Partnership**

Towards realizing the objectives of the Centre, it is suggested that the Centre should formalize partnership arrangement with Organizations, Institutions, Governments and Individuals for the following:

1. Financial support
2. Material support( i.e facilities, equipment, books, stationery etc)
3. Resource persons
4. Media support
5. Collaboration: sponsorship and/or joint prosecution of specific programmes and projects.

#### **3.2 Benefits to Partners**

In this Vein, the Centre is expected to offer the following opportunities to its partners;

- 1 .Free advertisement in Centre`s programme brochures and publication.
2. Free display of partner organizations` banners/products in the centre`s activity programme and venue.
3. Fair rebate on all Centre`s programmes/trainings for the partner organization.

4. Free, regular update (newsletter) on entrepreneurship, science and technology and various gender related issues in the global community.
5. Networking opportunity with the Centre`s reputable sponsoring and partnering organizations within and outside the nation.

## SECTION 4

### 4.0 FACILITY REQUIREMENTS FOR THE CENTRE

#### 4.1 The Entrepreneurship Study Centre requires a functional building/centre hosting the following:

1. A multi-professional training facility, comprising the Incubator,
2. Fabric Designs & Textile Technology
3. Wood Processing & Finishing
4. Metal Products, Development and Fabrication
5. Development of Food Products & Confectionaries
6. Agro business & Technology
7. ICT Projects Designs & Development
8. Entrepreneurship & Business Development Laboratory
9. Information Resource Centre
10. Office and Secretarial Services
11. Office Equipment and Furniture
12. Workshop equipment for a general laboratory
13. Functional rooms to serve as production areas for different kinds of enterprise projects: engineering, arts crafts and vocations etc.
14. A mini-library/resource centre
15. A 250-seater multi-purpose hall

## 4.2 Office and Facilities

There should be an administrative building for the EKSU Centre for Entrepreneurship Development to be located on the University main campus, in view of what was generally observed in other Universities.

A building to be constructed for such purposes should have good architectural design and provide for the following:

1. Office of the Director
2. Office of the Administrative Secretary
3. Office of Head of Academic and Curriculum Unit
4. Office of Head of Research, Training and Consultancy Unit
5. Office of Head of Vocational/Technical Unit
6. Computer Unit with internet Facilities
7. Display Room for Centres Products
8. Sales Outlet Products
9. Research Library and Documentation Store
10. Board Room
11. Conference Room/Mini-Auditorium
12. Large Rooms for Practical and Executive Training Demonstration

### **4.3 Vehicles and Equipment**

- i. Project vehicles
- ii. Coaster bus for excursions
- iii. Pick-up vans for site works and supervision
- iv. Training facilities such as: projectors, intergrated public address systems, internet facilities and computers.

## **SECTION 5**

### **5.0 FUNDING OF THE CENTRE**

To achieve its objectives, it is recommended that the Centre should rely on the following:

1. Subvention from the EKSU
2. Students charges for Entrepreneurship Studies
3. Sponsorship from Corporate Organizations
4. Partnership assistance from Non-Governmental Organizations (NGOs)
5. Assistance from International Institutions
6. Assistance from Individuals especially Technocrats and Successful Entrepreneurs
7. Participants` fees and proceeds from Training, Seminars and Workshop.
8. Other possible sources.

### **5.1 PARTNERSHIP/COLLABORATION**

#### **(A) INTERNAL COLLABORATION**

The EKSU-ESC has decided to collaborate with the following:

- (i) EKSU-CONSULT
- (ii) Faculty of Agricultural Sciences



- (iii) Faculty of Engineering
- (iv) Faculty of Science
- (v) Faculty of Management Sciences
- (vi) Faculty of Law
- (vii) Faculty of the Social Sciences
- (viii) Faculty of Arts
- (ix) ENATUS

The Centre has received positive responses from these Faculties.

## **(B) EXTERNAL COLLABORATION**

The Centre has received proposals from some organizations wanting to collaborate with us. They include;

- (i) Heritek Support Services
  - (ii) Olufemi B. Rominiyi- Training Consultancy Service on Entrepreneurship Skills.
  - (iii) Concerned Organisation for Small Scale Enterprises of Nigeria (COSSEN)
  - (iv) Created to create Initiative
  - (v) The Centre has been making contacts with some Financial and Non-Financial Institutions. These include:
    - (i) Bank of Industry (BOI)
    - (ii) Federal Institute of Industrial Research, Oshodi (FIIRO)
    - (iii) National Directorate of Employment
    - (iv) Agricultural Development Projects
    - (v) Institute of Entrepreneurship Development, India

## SECTION 6

### 6.0 MAJOR ACTIVITIES OF THE CENTRE

The main activities of the Centre are in three broad categories:

#### 6.1 Coordinating and teaching the theoretical perspectives on entrepreneurship;

This will include:

- (i) Organizing workshops, seminars, training and short skill-acquisition programmes to generate good revenue for the University.
- (ii) Running both degree and non-degree programmes in Entrepreneurial Development.
- (iii) Synchronizing the present entrepreneurial courses being taught under GST with the new ESC curriculum

#### 6.2 Coordination of practical demonstrations in selected entrepreneurial fields; and

- (i) Fabric Designs and Textile Technology
- (ii) Wood Processing and Finishing
- (iii) Metal Product, Development and Fabrication
- (iv) Development of Food Product and Confectionaries
- (v) Agro Business and Technology
- (vi) ICT Projects Designs and Development

#### 6.3 Initiating Community impact and capacity building entrepreneurial programmes

## SECTION 7

### CURRICULUM FOR ENTREPRENEURSHIP STUDIES

#### 7.1 Objectives of the Curriculum

The specific objectives of the entrepreneurship curriculum are to:

1. Nurture entrepreneurship knowledge among students through entrepreneurship studies and education.
2. Create and develop knowledgeable, enterprising and effective student entrepreneurs;
3. Enskill students in developing viable enterprises that are capable of competing in the global business and industry; and
4. Assist students in establishing new businesses, developing and maintaining their enterprises through business advisory and consultancy services.

#### 7.2 Structure of the Course Curriculum.

S/N	COURSE CODE	COURSE TITLE	UNITS
1.	ESC 101	Introduction to Entrepreneurship I	1
2.	ESC 102	Introduction to Entrepreneurship II	1
3.	ESC 201	Process of Entrepreneurship I	1
4.	ESC 202	Legal Aspects of Entrepreneurship	1
5.	ESC 204	Farm Practice 1	1
6.	ESC 301	Practice of Entrepreneurship I	1
7.	ESC303	Farm Practice II	1
8.	ESC 302	Practice of Entrepreneurship II	1
9.	ESC 401	Development of Entrepreneurship I	1
10.	ESC 402	Development of Entrepreneurial Skill II	1

### **7.3 Course Content**

#### **100 LEVEL: FIRST SEMESTER COURSE**

#### **ESC 101: Introduction to Entrepreneurship I**

**1 Unit**

#### **Objectives**

This is a foundational course that is aimed at imparting entrepreneurial orientation and skills in the students. This programme is geared towards developing and inculcating entrepreneurial knowledge and skills to the students with a view of preparing them towards self-reliance. This is done through awareness creation and the development of personal qualities and entrepreneurial abilities in the students.

#### **Course Content**

##### **1. Introduction to Entrepreneurship Component**

This topic deals with historical background of entrepreneurship, definition of entrepreneurship, and an entrepreneur. It aims at explaining some key entrepreneurial feelings and motivation; identify key elements in an entrepreneur's background; and explain the differences between inventors and entrepreneurs.

##### **2. Concepts of Management and Entrepreneurship**

This topic would make students to discuss and adequately describe the following: management and entrepreneurship and bring out their distinct features. The general characteristics of an entrepreneur, entrepreneur and a manager would also be identified and discussed.

### **3. Qualities, Features and Role of Successful Entrepreneurs**

With this topic, students should be able to identify the qualities of a successful entrepreneur, identify what makes a successful entrepreneur and the different roles that the concept of entrepreneurship places on the entrepreneurs and potential entrepreneurs.

### **4. Role of Entrepreneurship in Socio-Economic Growth**

Entrepreneurship plays important roles to economic development and growth of every nation in the areas of job creations, wealth creation, poverty alleviation, resource provision, support to large industries etc. This topic focuses mainly on discussing the importance of entrepreneurship in socio-economic and human development.

### **5. Environment for Successful Entrepreneurship Practice**

This component looks at the environmental variable of the concept of entrepreneurship. It is aimed at identifying the environmental factors that affect entrepreneurial development. Also to be considered are types of environmental factors; and adaptive mechanisms to entrepreneurial environment.

### **6. Challenges and Causes of Failure in Entrepreneurial Businesses.**

This component helps the students to be able to know the various constraints faced by entrepreneurs; the various responsible for the failure of entrepreneurial outfits and how to prevent such challenges and failures and overcome them, if they occur.

## **7. Classification of Entrepreneurship and the Constraints of Launching Business**

This aspect will help students to identify the different types of entrepreneurship that exist, identify the distinct character associated with the different types of entrepreneurship, the factors responsible for launching of a business.

## **8. Youth Entrepreneurship**

Being exposed to entrepreneurship early in life has way of affecting an individual's – performance in entrepreneurial ventures. There are certain factors that can enhance this decision and their implications. This topic will look into the different characteristics of youth entrepreneurs and the challenges that are associated with youth entrepreneurship. What sure their success factors and the requirements for being successful as youth entrepreneurs?

## **9. Rural Entrepreneurship**

This component will approach rural entrepreneurship as a concept employed for the emphasis of taking entrepreneurship to the rural areas in the African economic development context. The benefits as well as challenges associated with rural entrepreneurship will be discussed.

## **10. Social Entrepreneurship**

This course explores the innovative concepts, practices and strategies related to Socio Entrepreneurship. It attempts to instill social entrepreneurial attitude by challenging students' current thinking and assumption about what works and why.

### **100 LEVEL: SECOND SEMESTER COURSE**

**ESC 102: Introduction to Entrepreneurship Studies II**

**1 Unit**

#### **Objectives**

This course is a continuation of the awareness creation process on the importance of entrepreneurship as a career option and roles it plays in socio-economic and human development, which occur at both individual and societal levels.

#### **Course Content**

##### **1. Entrepreneurship thought and idea Generation**

Idea is the product of thought and idea rules the world. This topic is aimed at helping the students to understand what an idea entails, how business ideas are generated, how to communicate business ideas and how to analyze and translate such ideas into actions.

##### **2. Theories of Entrepreneurship Development**

The study of entrepreneurship is based on different theories and the contributions made by different theorists to entrepreneurship development. This topic is aimed at exploring these theories from a multidisciplinary perspective and help students to have proper understanding of the different contributions made by these theories to entrepreneurship development.

### **3. Components of Entrepreneurial Ventures**

Entrepreneurship is a concept that is being guided and controlled by different components and elements. The understanding of these components goes a long way in helping students in entrepreneurial education and potential entrepreneurs appreciate the importance of entrepreneurship to economic development and growth. This topic will help student to understand these components and elements, and also the issues involved in the entrepreneurial process.

### **4. Introduction to Preparation of Business Plan**

This topic deals with business plan within task groups from the concept to all elements of a professionally written business plan. This topic affords students high interaction with business and entrepreneurs to further refine and improve their plan and/ or prepare for national business plan competitions.

### **5. Family Business**

Family-controlled businesses are characterized by challenges that threaten their continuity and distinct core competencies that can result in unique competitive advantages. The course will examine family business continuity challenges and best management and governance practices of leading family-owned businesses.



## **6. Introduction to Venture Capital**

The objective of this course is to provide students with an understanding of the methods and approaches used by venture capitalists to evaluate new business ventures and to develop and negotiate investment terms. The emphasis on the perspective of the venture capitalist distinguishes this course from other courses that emphasize the perspective of the entrepreneur.

## **7. Salaried Employment vs Entrepreneurship**

The human factor as an important element in the production system has a choice to be either in a salaried employment or self employment. The choice of any of these types of employment is a function of the ability of an individual to diagnose properly the advantages and disadvantages of these two types of employment opportunity. This topic is aimed at helping the students to understand the differences between paid employment and entrepreneurship.

## **8. Entrepreneurship and Gender Related Issues**

This component is aimed at helping students to understand gender as a factor in entrepreneurship discourse. The place of women in entrepreneurship would be discussed.

## **9. Youth and money management**

Money as an important factor for entrepreneurial event needs to be communicated to youth in terms of its meaning and issues that involve productive ways of making money and how to manage money effectively. The knowledge of this will help students to learn how to manage their finance early enough.

## **10. Introduction to the Capital Market**

The topic is aimed at helping the students to have an understanding of the capital market and its operations; know the different operations of the capital market; identify the benefits of investing in quoted companies; explain the concept of the capital market efficiency and highlight the development of the stock markets.

### **200 LEVEL: FIRST SEMESTER COURSE**

#### **ESC201: process of Entrepreneurial Development I**

**1 Unit**

This is a continuation of introduction to Entrepreneurship of ESC. The course is aimed at providing deeper entrepreneurial values and competencies in the students. It will adopt an eclectic approach in content delivery.

#### **Course Content**

##### **1. Innovation and Entrepreneurship I**

This component highlights the importance of innovation to both new ventures and to large established firms. It provides basic understanding of organizing and managing innovation within existing firms.

##### **2. Biographical studies of Entrepreneurial Giants and Thinkers**

Students will be made to study the lives and characters of different world class entrepreneurs. This will enable them to know the secret behind their success and why some of them failed.

### **3. Marketing Practice and Entrepreneurship**

Roles of marketing and responsibilities in marketing will be considered under this component.

### **4. Developing ‘Breakthrough’ Product and Services.**

This topic deals with the concept of developing products and services. It will also discuss approaches used for product development and discuss history of software as a business in software market.

### **5. Relevance of Entrepreneurship and SMCs to Society and Individual**

This topic deals with definitions and description of SMCs. It also discusses contributions of SMEs to economic development, and institutions and programmes in support of SMEs.

### **6. Entrepreneurship and Globalization I**

There is need to provide the definitions of globalization and discuss the indices of globalization index.

## **200 LEVEL: SECOND SEMESTER COURSE**

### **ESC 202: Legal Aspects of Entrepreneurship**

**1 Unit**

#### **Course Content**

Introduction and basic forms of Entrepreneurship, Sole Trading/Proprietorship and the requirement for its formation, Partnership and the legal requirements for registration, Companies, types of companies and the requirements for incorporation, Legal liabilities

of entrepreneur, Rights and duties of an entrepreneur under Nigerian laws, Expatriate entrepreneur under Nigerian laws, Foreign companies in Nigeria and revision/exams.

**ESC 204: FARM PRACTICE**

**1 Unit**

**Course Objective**

The Objective of this course is to introduce students to entrepreneurship prospects in agricultural production and to demonstrate agricultural production practices.

ESC 204: Farm Practice I

Introduction to crop production and forestry. Classification of crops and forest plants. Crop cultural and forest resource management practices. Basic soil sampling techniques, fertility tests and analysis. Production of specific food and cash crops. Establishment and maintenance of forest trees with its attendant rules and practice regulations. Horticulture and mushroom production. Ornamental gardening and landscape design. Post-harvest processing preservation and packaging of finished crop products for the market and marketing strategies. Farm records keeping and the rudiments of modern day farming for profit maximization.

## **300 LEVEL: FIRST SEMESTER COURSE**

### **ESC 301: Practice of Entrepreneurship Studies I**

**1 Unit**

#### **Objectives**

This programme is aimed at exposing students to the first practical aspect of entrepreneurship particularly the development of skills in the real issues of entrepreneurship.

Section A of the Curriculum deals with class room teachings on various relevant topics as contained in the outline below. Section B involves compulsory practical sessions where every student is expected to attend and register for a practical course of his/her interest.

#### **Course Content**

##### **1. Customer Service and Customers Relations**

Meaning of customer service and ways to create customers' loyalty; reasons for seeking customers' satisfaction and ways of ensuring customer's satisfaction are all areas of importance that would be considered.

##### **2. Material Management**

Scope of material management in contemporary period would be examined. Characteristics, planning and communication of material management in an organization is imperative to adequate understanding of material management and thereby, would be considered. The roles and impact of IT in material management would also be considered.

##### **3. Managing the Business Growth.**

Different types of business growth; characteristics and problem associated with growth are areas of focus in this component.

#### **4. Quality Control in Entrepreneurship**

Students are expected to know the meaning of quality control. The different quality control bodies such as NAFDAC, ISO, NSO, APCON etc. would be examined.

#### **5. Commercializing Emerging Technologies**

Lecturers expose students to the key issues of technology transfer, new venture creation, and commercialization and develop strong skills in communication and working in teams.

#### **6. Insurance Business and Entrepreneurship**

Understanding of insurance world and its interface with the entrepreneurial process would be undertaken.

#### **7. Managerial Challenges of SMEs.**

Problems, prospects, and solution to the SMEs management activities would be discussed in this section.

#### **8. Modern Technologies Entrepreneurial Venture in Developing countries.**

This topic will provide an overview of the importance and development of modern technologies for entrepreneurial development in developing countries.

#### **9. Global Entrepreneurship**

This course enables teams of engineering, science, and management students to work with the top management of international high tech start-ups and gain hands-on experience in starting and running a new enterprise. Lecturers expose students to the issues and policies that affect the climate for innovation and start-ups success.

## **300 LEVEL: SECOND SEMESTER COURSE**

### **ESC 302: PRACTICAL OF ENTREPRENEURSHIP I**

**1 Unit**

#### **Course Content**

#### **1. Entrepreneurial Succession**

Issues of succession will be adequately examined with ample examples of both success and failure in entrepreneurial succession drawn to bear on the discourse.

#### **2. Venture Capital**

Students gain understanding of the linkage between business environment and new business creation and learn the intricacies of venture finance. In addition to discussing the range of global entrepreneurial situations, student groups pick one particular market opportunity of which to focus and develop an outline business plan.

#### **3. Incorporation of Business**

This topic will consider various forms of business and how to register them for legal business.

#### **4. Early Stage Capital**

This topic aims at preparing students to optimize the use of outside advisors and to negotiate effective long-term relationship with sources of funding, including, but not limited to venture capital. Students interact with founders, managers, venture capitalists and other professionals throughout the semester.

## **5. Energy Venturing**

This topic is aimed at targeting students with an entrepreneurial bent and a strong interest in the energy industry, this subject will cover the basics of what makes new ventures in energy successful. This knowledge will then be put to practice in a major term project. Teams of science, engineering, and management students will select and evaluate an energy innovation (technology, business model, or other idea) and develop a plan to create a new venture around this innovation and take it through to realization.

### **ESC 303: FARM PRACTICE II**

**1 Unit**

#### **Course Objective**

The objective of this course is to introduce students to entrepreneurship prospects in agricultural production and to demonstrate agricultural production practices.

#### **ESC303: Farm Practice II**

Introduction to animal production, fisheries and wildlife management. Classification of farm animals fishes and wildlife. Introduction to general livestock, fisheries and wildlife management practices and hygiene. Production and routine management of specific livestock, fisheries and wildlife species like cattle, sheep, goats poultry, rabbits, fishes, frogs, honey bees, grasscutter and snails. Post-harvest processing preservation and packing of finished livestock, fisheries and wildlife products for the market and marketing strategies. Determination of farm profit/loss and comparison of alternative farm businesses for maximization.



## **400 LEVEL: FIRST SEMESTER**

### **ESC 401: DEVELOPMENT OF ENTREPRENEURIAL SKILLS I**

**1 Unit**

#### **Objectives**

This programme is channeled towards exposing students to the practical aspect of Entrepreneurship particularly the development of skills and to real issues in entrepreneurship. The aim is to make all Ekiti State University graduates wealth creators towards national socio-economic development.

Section A of the Curriculum deals with class room teachings on various relevant topics, with outline provided below. Section B involves compulsory practical sessions in which every student is expected to attend and register for a practical course of his/her interest.

#### **Course Content**

##### **1. Introduction to Entrepreneurial Financing**

This component involves introducing students to the elements of entrepreneurial financing, focusing on technology-based start-up Ventures, and the early stages of company development; addresses key questions which challenge all entrepreneurs, it specifically deals with issues of how much money can and should be raised, when should it be raised and from whom, what is a reasonable valuation of the company and funding, employment contracts and exist decisions should be structured, with the aim of preparing students for these decisions, both as entrepreneurs and venture capitalists.

## **2. Project Analysis for Entrepreneurship**

This aspect consists of practical evaluation of students dream businesses and career life, exposition on how best to prepare feasibility report and appraisal of projects before investment; and project evaluation techniques: traditional methods such as Accounting Rate of Return (ARR). Pay Back Period (PBP), Net Present Value (NPV), Internal Rate Of Return (IRR) and Profitability Index (PI).

## **3. Entrepreneurial Marketing**

This topic introduces students to do rigorous, explicit, customer-based marketing analysis, which is most appropriate for new ventures. Also teaches ways to implement marketing strategies when resources are very limited. The practical aspect would relate to how to develop and market various financial derivatives.

## **4. Basic Business Law**

This topic deals with foundation in business law needed to deal with a broad range of complex law-sensitive issues. Extra attention is given to legal issues that arise in the context of innovation and the development of business strategy, including the legal framework of transnational business, developing cutting-edge technologies and products, and restructuring and repositioning major corporations.

## **5. Business Ethic and Corporate Social Responsibility**

This explains the impact of entrepreneurs in community and environmental development such as building of schools, hospitals, construction of roads, rural electrification etc. It also focuses on issues in business ethics.

## **6. Corporate Governance and Entrepreneurship**

The objective is to allow students to learn and benefit by interacting with some of the world's leading CEOs drawn from information technology, energy, financial services, entertainment, biotechnology and other fields.

The course also deals with the job of the CEO, corporate strategy, and career learning, advice, and counsel from our guest CEOs.

## **7. The preparation of Business Plans for Entrepreneurship**

This aspect explores the nuts and bolts preparing a business plan, from the executive summary, through the full text and financials, to presentation before potential investors. Speakers will include entrepreneurs, venture capitalists, others financing sources and experts. Readings are assigned from texts and excerpts from actual business plans of successful companies.

### **400 LEVEL: SECOND SEMESTER**

#### **ESC 402: DEVELOPMENT OF ENTREPRENEURSHIP SKILLS II**

**1 Unit**

#### **Objectives**

This course is channeled towards exposing the forth year students to the practical aspect of entrepreneurship particularly the development of skills and to real issues in entrepreneurship.

#### **1. Concept of Technopreneurship**

This topic is designed to provide students with a deep understanding of the structure and dynamics of the technology sector and the strategic opportunities available within it.

The course first develops the necessary strategic framework and then applies them to major issues in the sector and to opportunities resulting from potential innovations in technology supply, demand, convention, and markets. Opportunities will be addressed from the perspectives of established technology-based companies, technology developers, equipment and service suppliers, financial players, and entrepreneurs.

## **2. Feasibility Studies in Entrepreneurship**

This aspect consists in practical evaluation of students dream businesses and career life; exposition on how best to prepare feasibility report and appraisal of projects before investment; and project evaluation techniques: traditional methods such as Accounting Rate of Return (ARR), Pay Back Period (PBP), Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index (PI).

## **3. Entrepreneurship Marketing**

This topic introduces to do rigorous, explicit, customer-based marketing analysis, which is most appropriate for few ventures. Also teaches ways to implement marketing strategies when resources are very limited. The practical aspect would relate to how to develop and market various financial derivatives.

## **4. Entrepreneurial Financing**

This component examines the elements of entrepreneurial financing, focusing on technology-based start-up ventures, and the stages of company development; addresses key questions which

challenge all entrepreneurs: how much money can and should be raised, when should it be raised and from whom, what is a reasonable valuation of the company, funding, employment contracts and exit decisions should be structured. It also aims at preparing students for these decisions, both as entrepreneurs and venture capitalists.

### **5. Applied Business Law for Entrepreneurship**

This topic provides students with foundation in business law needed to deal with a broad range of complex law-sensitive issues. Extra attention is given to legal issues that arise in the context of innovation and the development of business strategy, including the legal framework of transnational business, developing cutting-edge technologies and products, and restructuring and repositioning major corporations.

### **6. Corporations at the Crossroads: The CEOs Perspective**

This aspect exposes students to learn and benefit by interacting with some of the world's leading CEOs drawn from information technology, energy, financial services, entertainment, biotechnology, and other fields. The course also deals with the job of the CEO, corporate strategy, and career learning, advice, and counsel from our guest CEOs.

### **7. Corporate Social Responsibility and Business Ethics**

This component examines the impact of entrepreneurs in community and environmental development such as building of schools, hospitals, construction of roads, rural electrification etc. It also focuses on issues in business ethics.

## **8. Entrepreneurship and Business Plans Preparation**

This topic explores the nuts and bolts of preparing a business plan, from the executive summary, through the full text and financials, to presentation before potential investors. Speakers will include entrepreneurs, venture capitalists, other financing sources, and experts. Readings are assigned from texts and excerpts from actual business plans of successful

## **SECTION 8**

### **8.0 COORDINATION OF PRACTICAL DEMONSTRATIONS IN SELECTED ENTREPRENEURIAL FIELDS**

#### **1.1 Introduction**

Esc Practical Course is channeled towards exposing students to the practical aspect of entrepreneurship particularly the practical demonstration of entrepreneurial skills in selected fields. The aim is to make all Ekiti State University graduates creators of job rather than job seekers.

Under this section, from 300 level upward, students are exposed to the practical aspects of entrepreneurial education and are expected to choose any business field in the area of their interest. They are then exposed to lecturers, practical, demonstrations and exhibition.

The final stage includes writing and presentation of a Business Plan (BP) and career proposal in line with their dream businesses. Such Business plans are evaluated and follow up exercise undertaken where necessary.

#### **1.2 EKSU-ESC Practical Demonstrations.**

Below is the list of entrepreneurial fields at the take-off of the ESC. Other fields are being considered resulting from needs assessment to be conducted from time to time.

## **List of Practical Fields**

1. Table Water Production and Treatment
2. Bakery and Confectionaries
3. Tie and Dye
4. Soap and Cosmetics Production
5. Barbing and Hair Dressing
6. Beads and Wire Jewelry Crafting
7. Mat Weaving
8. Tailoring Fashion Designing
9. Events Designing and Decoration
10. Pastries/Restaurants Management
11. Bags and Leather Work
12. Metal Work and Management
13. Printing and Publishing
14. Block Making and Building Construction
15. Electrical Services, Designs and Installation
16. Computer Hardware, Software and Networking Installation
17. Welding and Joining Techniques
18. Air Conditioning and Refrigeration Maintenance course
19. Operation and Maintenance of power Generating sets.



## SECTION 9

### 9.0 COMMUNITY IMPACT AND CAPACITY BUILDING INITIATIVES

1. Executive Entrepreneurial Programme
2. Pre-Retirement Development Programme
3. Tender related Programme
4. Entrepreneur/Business Programmes
5. Skill Acquisition and Improvement Courses
6. Horticultural Crops (Fruits, vegetable and Ornamentals) Production Course
7. Pre and Post-Retirement Agricultural Resources Management Course
8. Performance improvement Course in Fisheries and Aquaculture
9. Poultry and Micro-livestock Production Improvement Course
10. Cooperative Studies and Crops Dynamics
11. Skill Improvement Course in Post-Harvest Technology
12. Skill Acquisition and Improvement Course In Banking
13. Skill Improvement in Car Wash Maintenance
14. Skill Acquisition and Improvement Course in Concrete Block Moulding
15. Skill Acquisition and improvement course in Events Management
16. Effective and Equipment Maintenance Management
17. Best Practices in Automech Maintenance.
18. Industry Engineering Management Course



