CENTRE FOR ENTREPRENEURSHIP AND BUSINESS INCUBATION

PROPOSED CURRICULUM FOR ENTREPRENEURSHIP AND INNOVATION COURSE FOR THE REGIONAL CENTRE FOR ENERGY AND ENVIRONMENTAL SUSTAINABILITY (RCEES)

2022

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Course Description

Entrepreneurship has been touted as crucial for the attainment of economic growth and development. It entails developing new business ventures or growing existing ones. Central to this activity is entrepreneurs: innovative and risk-taking individuals who seek to bring about change and new opportunities, both for themselves and the business communities in which they operate. Thus, in a society characterised by increased dynamics and uncertainty, individuals with entrepreneurial skills are of vast importance for societies and economies to get the maximum benefits from entrepreneurship. Consequently, this course focuses on among others the process of recognising and exploiting opportunities with growth potential. In addition, the balance of economic, social and environmental sustainability is given attention throughout the programme. The programme is characterised by an action-oriented approach based on rigorous academic research on entrepreneurship and innovation in the mode of delivery.

In this practice-focused-interactive course, learners will develop entrepreneurial mindset, work in teams, generate business ideas and build projects using proven entrepreneurial frameworks. The course will provide strategies on innovation management, venture creation and financing options. This becomes relevant to individuals thinking about starting a business or already in business. It will also benefit individuals interested in commercialising their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.

Course Objectives

The specific objectives are to:

1. Provide learners with the *knowledge* on how to generate business ideas.
2. Equip learners to *critically* and creatively analyse and nurture business opportunities.
3. Equip learners with *technical skills* in developing a business model and business plan for a new venture.
4. Provide learners with *technical knowledge* on innovation development and management.
5. Equip learners with *skills* in pitching and presentation.
6. Train learners with *ethical and professional* skills in the management of businesses.
7. Provide learners with relevant *skills* in reviewing business cases

Intended/Expected Learning Outcomes

After completion of the course, learners should be able to:

1. Apply critical and contextual approaches in generating business ideas.
2. *Critically identify, analyse and respond* to potential business opportunities.
3. Demonstrate *skills* in developing business plans for new ventures
4. Express practical understanding in management of innovation
5. Demonstrate *skills* in pitching and presentation of business idea to customers, investors and other stakeholders.
6. Demonstrate *knowledge* in developing ethical business and professionally managing businesses.
7. Review, critique and profess valuable recommendations on business cases.

Course Content (Topics)

1. Concepts of Entrepreneurship, Innovation and Sustainability
2. Creative/Design Thinking and Idea Generation
3. Opportunity Spotting and Evaluation
4. Industry and Market Research
5. Innovation Management and Strategy
6. Business Models. (E.g. Business Models Canvas etc.)
7. Entrepreneurial Financing, Financial Modelling and Forecasting
8. Marketing and Commercialisation
9. Business Plan and Policy (including legal environment of business)
10. Intellectual Property Rights
11. Industry Partnership and Networking
12. New Venture Creation and Pitching

Course Credit Hours

- Eight (8) hours per day for Five (5) days

OR

- Four (4) hours per day for Ten (10) days

Teaching and Learning Activities

The activities will involve workshops, seminars, case studies, project work (identification of practical project), industrial visits, presentation by learners and guest talks by entrepreneurs and industry experts.

Mode of Delivery

- Lectures
- Tutorials
- Seminars
- Group work
- Field trips
- Presentations

Career Opportunities

- Entrepreneurs (employment creation)
- Business consultants/Managers
- Management trainee/trainers
- Reflective practitioners
- Employment in the formal and informal sectors

Resources

- Textbooks and other reading materials eg. Journals, articles, business newsletters, etc.
- Furnished lecture rooms and computer laboratories, reading rooms
- Laptops, projectors, Flip charts, Video rooms, etc.

Mode of Assessment

- Class participation
- Practical works (Business and Innovation plan presentation, workshop participation, internship)
- Individual and group presentation
- Project report writing
- Business Pitching

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