



SYLLABUS

ENTREPRENEURIAL DEVELOPMENT

This course seeks to develop students into business entrepreneurs with deeper knowledge of business challenges as presented from the angle of the both the entrepreneur and the professional manager. Students will interact with most of the issues that affect business management, planning, growing enterprises and developing strategies for repositioning enterprises.

COURSE OUTLINE (Diploma Level)

Course Objectives are to:

- Develop an understanding of the general role of Small Business Enterprises
- Develop conceptual skills to enable the administration of SBEs
- Inculcate a culture of entrepreneurship in students
- Develop skills to start, run and manage SMEs
- Develop analytical and decision-making skills for dealing with complex economic issues

PART 1: AN OVERVIEW OF SMALL BUSINESS ENTERPRISES

Lesson 1 Introduction :Nature and Role of SBEs Management.

- Definitions of formal and informal enterprises.
- Characteristics and the place of SBEs and SMEs in economic development

Lesson 2 Forms of Business Ownership and How to start them

- Greenfield and Existing organizations - their advantages and disadvantages.
- Franchising and other ways of breaking into a market

PART II: PRINCIPLES OF STRATEGY FORMULATION

Lesson 3 Building Business Plans for businesses.

- An overview of Strategic Management and Entrepreneurship
- Introduction to Marketing Concepts and Pricing Strategies
- E-Commerce and the Entrepreneur

- Financial Considerations - cash flows, financial plans and analysis
- Operations and Production Considerations

Lesson 4: Implementation of Business Plans

- Sources of Funding SBEs - Savings, Venture Capital, Loans, and IPOs etc.
- Location and timing
- Human resources issues
- Pitfalls of SBEs in business implementation and management

PART III STRATEGY FOR BUSINESS AND MANAGEMENT CHANGE

Lesson 5: Building a Competitive Edge in Business management

- Globalization and the Entrepreneur
- Managing and Planning for a growing Enterprise.
- Managing Change and Conflict Management

Lesson 6: Managing and Leading Growing Enterprises

- Growth Beyond SMEs
- Challenges of a Large enterprise.
- Corporate Governance/Ethics in enterprises
- Involvement of New and Other Players

Suggested Reading

1. Zimmerer, Thomas W. and Scarborough, Norman M. (Find latest edition) *Essentials of Entrepreneurship and Small Business Management*. Prentice Hall
2. Eksteen, F. R. L. N. and Van Rooyen, A. J. (Find latest version) *Business Economics*. Nasou Ltd.
3. Strickland Thomas: *Strategic Management: Concepts and Cases*. Irwin
4. Calvin, Robert J.: *Entrepreneurial Management*. Tata McGraw-Hill
5. Margerison Charles and McCam, Dick: *Team Management: Practical New Approaches*. Mercury Books
6. Smit, P.J. and Cronje, G. J. de J.: *Management Principles: A Contemporary Edition For Africa*, Juta Co.
7. Hellriegel, Don, Jackson, Susan E., and Slocum Jr. John W.: *Management*. South-Western College Publishing.

8. Any Other Resources such as: Internet and Resource Notes and Modules
9. Local and international news papers and financial journals