

BENUE STATE UNIVERSITY

Centre for Entrepreneurship Studies

VICE CHANCELLOR

Professor Joe Tor Iorapuu
B.A, M.A. PhD (Jos) fsona, ksm
Benue State University, Makurdi

DIRECTOR

Benedict Iorzer Labe, PhD



P.M.B 102119
Makurdi, Nigeria
Telegrams: UNIBENUE

Email: blabe@bsum.edu.ng
Phone: 08053471512

Interoffice Memorandum

9th August, 2023

The Dean

Postgraduate Studies,
Benue State University,
Makurdi.

Dear Sir,

Submission of the Review Postgraduate School Entrepreneurship Curriculum.

The Centre for Entrepreneurship Studies, Benue State University has seen the need to review the BSU, Entrepreneurship Curriculum for Postgraduate students in line with the National University Commission (NUC). The NUC had identified three basic divisions on which the curriculum should be centred, they are; Entrepreneurship Education, Work Experience and University-Industry Linkages.

The Curriculum review was carried out to ensure sustained growth for the Social Entrepreneurship through the process of promoting and enhancing entrepreneurship in the University. This is in line with the new objective of Entrepreneurship which is to promote its culture and develop competencies and the requisite entrepreneurial mind-set to enable individuals identify opportunities and organise resources to exploit such opportunities. The unlocked knowledge potential will therefore solve critical problems in our society.

Therefore, the Centre for Entrepreneurship Studies in conjunction with Centre for Food Technology and Research (CEFTR) constituted a Committee to review the Curriculum focusing on the desires of the NUC.

Find attached the vivid Report of the Committee for your perusal.

Thank You.


Prof. Benedict Iorzer Labe

Director,
Centre for Entrepreneurship Studies,
BSU, Makurdi

CC

Director,
Centre for Food Technology and Research.



The constituted Committee for this review of the Postgraduate Entrepreneurship Studies comprises of the EPS Director, Private/Industrial Sectors members, and Academic Staff with area of specialty in Entrepreneurship.

Membership of the committee was as follows;

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|-------------------------------|---|--|
| 1. Prof. Benedict Iorzer Labe | - | Chairman (EPS, Director) |
| 2. Dr. Sylvester Gemanam | - | Member (BSU-Technology Transfer Officer) |
| 3. Dr. Mlumun Comfort Soomiyo | - | Member (M&E CEFTER Representative) |
| 4. Mrs Sarah Adanyi | - | Member (Area Manager ITF – Under Industrial Sector) |
| 5. Dr.Ochanya Blessing Adegbe | - | Member (Academic Staff – Area of Specialty in Entrepreneurship) |
| 6. Mrs Hembadon Diaka | - | Member (Academic Staff – Area of Specialty in Entrepreneurship) |
| 7. Dr. Mark Varemayaka | - | Member (Manager, BSU, Consultancy) |
| 8. Prof. Charles Ariaahu | - | Member (Academic Staff – Prof of Industrial food processing, Uni-Agric, Mkd) |
| 9. Dr.Sabastine Agbinda | - | Member (Private Sector – Manager, Alfa Beverages) |
| 10. Mr. Stephen Tor-Anyiin | - | Secretary. |

TERMS OF REFERENCE

The Terms of Reference (ToR) were as follows:

- i. To review the entrepreneurship curriculum to meet the needs of students at different Post Graduate levels.
- ii. Ensure that the reviewed Curriculum for Postgraduate Entrepreneurship Studies is flexible to accommodate the participants (students, social entrepreneurs, managers and academicians) needs and the demands of the particular social-entrepreneurship sectors
- iii. To consider any other ancillary matter that may be useful for the assignment.

PGD Programme

EPS 701: Management and Entrepreneurship 1 (2 Units)

Overview

The course is designed to expose students to the concept of entrepreneurship, basic skills and abilities of an entrepreneur, self-evaluation on entrepreneurial skills and abilities, types of entrepreneurs, sources of ideas, idea generation and evaluation, business opportunities in Nigeria, feasibility studies, identification of business challenges, channels of communication and problem solving. This will give students insight into the process of recognizing opportunities to build a new product, service, or process and finding necessary resources to exploit the opportunities and improving the lifestyle of people while making profit or contributing to social welfare.

The importance of the course is hinged on the fact that postgraduate students in all disciplines will require entrepreneurial expertise to manage their own businesses or within the public and private sector organizations.

Objectives

The objectives of the course are to;

1. Define the concept of entrepreneurship
2. Identify basic skills and abilities of an entrepreneur
3. Demonstrate knowledge on self-evaluation on entrepreneurial skills and abilities,
4. Identify the types of entrepreneurs,
5. Identify the sources of ideas
6. Demonstrate knowledge on idea generation and evaluation
7. Identify business opportunities in Nigeria
8. Demonstrate knowledge on feasibility studies
9. Identify business challenges
10. Demonstrate knowledge on the channels of communication and problem solving

Learning Outcomes

At the end of this course, students should be able to;

1. Explain the concept of entrepreneurship
2. Explain basic skills and abilities of an entrepreneur
3. Describe the process of self-evaluation on entrepreneurial skills and abilities
4. Identify the types of entrepreneurs
5. Describe the sources of ideas

6. Explain the process of idea generation and evaluation
7. Outline business opportunities in Nigeria
8. Describe the process of feasibility studies
9. Outline business challenges
10. Describe the channels of communication and problem solving

Course Contents

An overview of entrepreneurship concept. Basic skills and abilities of an entrepreneur. Self-evaluation on entrepreneurial skills and abilities. Types of entrepreneurs. Sources of ideas. Idea generation and evaluation. Possible business opportunities in Nigeria. Feasibility studies. Identification of business challenges. Channels of communication and problem solving.

Postgraduate Entrepreneurship studies course contents

PGD Programme

EPS 701: Management and Entrepreneurship 1 (2 Units)

Overview

The course is designed to expose students to the concept of entrepreneurship, basic skills and abilities of an entrepreneur, self-evaluation on entrepreneurial skills and abilities, types of entrepreneurs, sources of ideas, idea generation and evaluation, business opportunities in Nigeria, feasibility studies, identification of business challenges, channels of communication and problem solving. This will give students insight into the process of recognizing opportunities to build a new product, service, or process and finding necessary resources to exploit the opportunities and improving the lifestyle of people while making profit or contributing to social welfare.

The importance of the course is hinged on the fact that postgraduate students in all disciplines will require entrepreneurial expertise to manage their own businesses or within the public and private sector organizations.

Objectives

The objectives of the course are to;

11. Define the concept of entrepreneurship
12. Identify basic skills and abilities of an entrepreneur
13. Demonstrate knowledge on self-evaluation on entrepreneurial skills and abilities,
14. Identify the types of entrepreneurs,
15. Identify the sources of ideas
16. Demonstrate knowledge on idea generation and evaluation
17. Identify business opportunities in Nigeria
18. Demonstrate knowledge on feasibility studies
19. Identify business challenges
20. Demonstrate knowledge on the channels of communication and problem solving

Learning Outcomes

At the end of this course, students should be able to;

11. Explain the concept of entrepreneurship
12. Explain basic skills and abilities of an entrepreneur
13. Describe the process of self-evaluation on entrepreneurial skills and abilities

Postgraduate Entrepreneurship studies course contents

14. Identify the types of entrepreneurs
15. Describe the sources of ideas
16. Explain the process of idea generation and evaluation
17. Outline business opportunities in Nigeria
18. Describe the process of feasibility studies
19. Outline business challenges
20. Describe the channels of communication and problem solving

Course Contents

An overview of entrepreneurship concept. Basic skills and abilities of an entrepreneur. Self-evaluation on entrepreneurial skills and abilities. Types of entrepreneurs. Sources of ideas. Idea generation and evaluation. Possible business opportunities in Nigeria. Feasibility studies. Identification of business challenges. Channels of communication and problem solving.

Master's Programme

EPS 801: Innovation and Entrepreneurship 1 (2 Units)

Overview

Innovation and entrepreneurship introduce students to the various opportunities for self-employment and job creation. The course is to ensure that students are able to acquire adequate knowledge on the concept of entrepreneurship, basic skills and abilities of an entrepreneurs, idea generation and evaluation, feasibility studies, development of business model innovation, market research, innovation management, competitive analysis, pitching of business idea, legal and ethical aspect of business operations, ethics and values in entrepreneurship, state and entrepreneurship, culture and entrepreneurship, role of research and development in entrepreneurship, possible business opportunities in Nigeria, cross boarder entrepreneurship opportunities and internship that will avail students' knowledge on business registration, fund raising, business start-up, collaboration with corporate and social entrepreneurs, reaction to success or failure and identification of sustainable ideas. At the end of the internship, exhibition of product will be conducted to aid evaluation by mentor/resource persons.

The importance of the course is tied on the fact that postgraduate students in all disciplines will require knowledge on the management of innovation to effectively and efficiently create jobs or work within the public and private sectors.

Objectives

The objectives of the course are to;

21. Define the concept of entrepreneurship
22. Identify basic skills and abilities of an entrepreneur
23. Demonstrate knowledge on idea generation and evaluation
24. Demonstrate knowledge on feasibility studies
25. Demonstrate knowledge on the development of business model innovation
26. Demonstrate knowledge on market research
27. Describe competitive analysis
28. Demonstrate knowledge on pitching of business idea
29. Identify the legal and ethical aspect of business operations
30. Describe ethics and values in entrepreneurship,
31. Define state and entrepreneurship
32. Define culture and entrepreneurship,

33. Identify the role of research and development in entrepreneurship,
34. Identify the possible business opportunities in Nigeria,
35. Identify cross boarder entrepreneurship opportunities
36. Demonstrate practical knowledge on entrepreneurship through internship

Learning Outcomes

At the end of this course, students should be able to;

21. Explain the concept of entrepreneurship
22. Explain basic skills and abilities of an entrepreneur
23. Explain the process of idea generation and evaluation
24. Describe the process of feasibility studies
25. Demonstrate knowledge on the development of business model/plan
26. Explain the process of market research
27. Evaluate competitive analysis
28. Demonstrate practical knowledge on pitching of business idea
29. Define the legal and ethical aspect of business operations
30. Explain ethics and values in entrepreneurship,
31. Explain state and entrepreneurship
32. Explain culture and entrepreneurship,
33. Define the role of research and development in entrepreneurship,
34. Outline the possible business opportunities in Nigeria,
35. Define cross boarder entrepreneurship opportunities
36. Evaluate practical knowledge on entrepreneurship through internship

Course Contents

The concept of entrepreneurship. Basic skills and abilities of an entrepreneurs. Idea generation and evaluation. Feasibility studies. Development of business model innovation. Market research. Innovation management. Competitive analysis. Pitching of business idea. Legal and ethical aspect of business operations. Ethics and values in entrepreneurship. State and entrepreneurship. Culture and entrepreneurship. Role of research and development in entrepreneurship. Possible business opportunities in Nigeria. Cross boarder entrepreneurship opportunities. Internship on business registration, fund raising, business start-up, collaboration with corporate and social entrepreneurs, reaction to success or failure and ideptification of sustainable ideas.

PhD Programme

EPS 901: Innovation and Entrepreneurship 1 (2 Units)

Overview

Innovation and entrepreneurship expose students to business and career opportunities the knowledge of innovation and entrepreneurship can avail them. The course is to ensure that students are able to acquire advanced knowledge on the concept of entrepreneurship, idea generation and evaluation, advanced feasibility studies, development of advanced business model innovation, advanced market research, SWOT analysis, pitching of business idea, legal and ethical aspect of business operations, finance management, marketing and e-commerce, start-up to scale-up transition management, negotiations and business communication, innovation management (patenting, copyrights, trademarks etc.) and internship that will avail students' knowledge on business registration, fund raising, business start-up, collaboration with corporate and social entrepreneurs, reaction to success or failure and identification of sustainable ideas. At the end of the internship, exhibition of product will be conducted to aid evaluation by mentor/resource persons.

The importance of the course is hinged on the fact that postgraduate students in all disciplines will require knowledge on innovation and entrepreneurship to effectively and efficiently start a business or pursue a career create within the public and private sectors.

Objectives

The objectives of the course are to;

37. Define the concept of entrepreneurship.
38. Explain idea generation and evaluation.
39. Demonstrate knowledge on advanced feasibility studies.
40. Demonstrate knowledge on development of advanced business model innovation.
41. Describe the process of advanced market research.
42. Explain SWOT analysis.
43. Describe the process of pitching business idea.
44. Define legal and ethical aspect of business operations.
45. Demonstrate knowledge on finance management.
46. Describe marketing and e-commerce.
47. Demonstrate knowledge on start-up to scale-up transition management.
48. Demonstrate knowledge on negotiations and business communication.

49. Demonstrate knowledge on innovation management (patenting, copyrights, trademarks etc.).
50. Demonstrate practical knowledge on innovation and entrepreneurship through internship

Learning Outcomes

At the end of this course, students should be able to;

1. Explain the concept of entrepreneurship.
2. Describe idea generation and evaluation.
3. Demonstrate understanding on advanced feasibility studies.
4. Demonstrate understanding on advanced business model innovation.
5. Evaluate the process of advanced market research.
6. Analyze SWOT analysis.
7. Evaluate the process of Pitching business idea.
8. Explain legal and ethical aspect of business operations.
9. Demonstrate understanding on Finance management.
10. Analyze Marketing and e-commerce.
11. Differentiate between Start-up to scale-up transition management.
12. Differentiate between negotiations and business communication.
13. Demonstrate understanding on innovation management (patenting, copyrights, trademarks etc.).
14. Evaluate practical knowledge on entrepreneurship through internship

Course Contents

The concept of entrepreneurship. Idea generation and evaluation. Advanced feasibility studies. Development of advanced business model innovation. Advanced market research. SWOT analysis. Pitching of business idea. Legal and ethical aspect of business operations. Finance management. Marketing and e-commerce. Start-up to scale-up transition management. Negotiations and business communication. Innovation management (patenting, copyrights, trademarks etc.). Internship on business registration, fund raising, business start-up, collaboration with corporate and social entrepreneurs, reaction to success or failure and identification of sustainable ideas.