

**CBN COLLABORATIVE POSTGRADUATE PROGRAMME
DEPARTMENT OF BUSINESS MANAGEMENT, AHMADU BELLO UNIVERSITY
WORK PLAN**

NAME OF LECTURER:

COURSE: BUAD 861 ENTREPRENEURSHIP AND INNOVATION

STUDY WEEK	TOPIC SUB-TOPIC	RESULTS LEARNING	TIME HRS	METHODS	Suggested Videos
1	<p>Entrepreneurs Recognize Opportunities, The Business Plan: Road Map to Success</p> <p>1.1 What Is an Entrepreneur? 1.2 The Free-Enterprise System 1.3 Voluntary Exchange 1.4 Benefits and Challenges of Free Enterprise 1.5 What Is a Small Business? 1.6 Entrepreneurs Creatively Exploit Changes in Our World 39 1.7 Where Others See Problems, Entrepreneurs Recognize Opportunities 1.8 Feasibility Analysis: Does My Idea Work? 1.9 Creating a Business Model Canvas 1.10 What Is a Business Plan? 1.11 Why Do You Need a Business Plan? 1.12 Business Plan Components</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ➤ Summarize what entrepreneurs do. Examine how free-enterprise economies work and how entrepreneurs fit into them. Identify and evaluate opportunities to start your own business. Explain how profit works as a signal to the entrepreneur ➤ Describe what a feasibility analysis is and choose when to create one. Prepare a Business Model Canvas. Identify 	3hours	<p>✓ The students will learn through a combination of face – to - face contact and guided study.</p> <p>✓ Personal contact sessions will include: Presentations, Case Study analysis and Quizzes.</p> <p>✓ Guided study will include text readings and the use of a wide range internet</p>	There are many good videos available on the Internet.

		<p>primary business plan contents. Summarize the various purposes for a business plan and the audiences for one.</p> <p>➤ Differentiate the components of a business plan. Recognize and demonstrate proper development and formatting of a business plan.</p>		<p>based resources.</p>	
2.	<p>Creating Business from Opportunity, Recognizing the Opportunity</p> <p>1 Introduction</p> <p>2.2 What Sort of Organization Do You Want?</p> <p>2.3 Your Competitive Advantage.</p> <p>2.4 Determining the Value of a Business.</p> <p>2.5 What Is Creativity?</p> <p>2.6 Creativity as a Process</p> <p>2.7 (Why, When and Where) Does Creativity Matter?</p> <p>2.8 Who Is Creative?</p> <p>2.9 How to Enable Creativity</p> <p>2.10 Putting It All Together: Developing Entrepreneurial Creativity</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ✓ Define your business. Articulate your core beliefs, mission, and vision. Analyse your competitive advantage. Prepare viability tests using “the economics of one unit.” Calculate the value of a business. ✓ The nature of creativity and the creative process. The many different ways 	3hours	<ul style="list-style-type: none"> ✓ The students will learn through a combination of face – to - face contact and guided study. ✓ Personal contact sessions will include: Presentations, Case Study analysis and Quizzes. 	<p>There are many good videos available on the Internet.</p>

		<p>in which creativity can be deployed for innovation.</p> <ul style="list-style-type: none"> ✓ The key influences on creativity and the ability to express it. Tools to facilitate creativity and develop skills in using them. 		<ul style="list-style-type: none"> ✓ Guided study will include text readings and the use of a wide range internet-based resources 	
3	<p>The Innovation Imperative 3.0 Introduction 3.1 Innovation Matters 3.2 Innovation and Entrepreneurship 3.3 Innovation Isn't Easy! 3.4 Managing Innovation and Entrepreneurship 3.4 Dimensions of Innovation: What Can We Change? 3.5 A Process Model for Innovation and Entrepreneurship. 3.6 How Can We Make Change Happen? 3.7 What, Why and When: The Challenge of Innovation Strategy</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ✓ What 'innovation' and 'entrepreneurship' mean – and how they are essential for survival and growth ✓ Innovation as a process rather than a single flash of inspiration the difficulties in managing what is an uncertain and risky process. ✓ The key themes in thinking about how to manage this process effectively. 	<p>3hours</p> <p>3hours</p>	<ul style="list-style-type: none"> ✓ The students will learn through a combination of face – to - face contact and guided study. ✓ Personal contact sessions will include: Presentations, Case Study analysis and Quizzes. ✓ Guided study will include text 	<p>There are many good videos available on the Internet.</p>

				<p>readings and the use of a wide range internet-based resources</p> <p>✓ Lectures, tutorials and field trip/industrial visit (if any).</p>	
4	<p>Social Innovation Perfect Competition and Monopoly: 4.0 Introduction 4.1 What Is ‘Social Innovation’? 4.2 Different Players 4.3 Motivation: Why Do It? 4.4 Enabling Social Innovation 4.5 The Challenges of Social Entrepreneurship</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ➤ social entrepreneurship and social innovation ➤ Social entrepreneurship as an organized and disciplined process rather than a well-meaning but unfocused intervention. ➤ The difficulties in managing what is just as much an uncertain and risky process as ‘conventional’ economically motivated innovation 	<p>3hours</p> <p>3hours</p>	<p>✓ The students will learn through a combination of face – to - face contact and guided study.</p> <p>✓ Personal interactive sessions will include: Discussions and presentations.</p>	<p>There are many good videos available on the Internet.</p> <p>A. Slide Power Point and Tutorial Note</p>

	<p>6.1.3 Where? The Innovation Treasure Hunt. 6.1.4 How? 6.1.5 Who? 6.2 Open Innovation 6.3 Learning to Search</p>	<ul style="list-style-type: none"> ✓ The need for a strategy to guide search for opportunities. Dimensions of search space – incremental/radical and old/new frame. ✓ Strategies for covering the space – exploit and explore. Tools and structures to support these strategies. ✓ Opening up and amplifying search capabilities through networks. The role of entrepreneurship as a mindset underpinning search, whether in start-ups or established organizations ✓ The concept of absorptive capacity and building search capability. 	<p>3hours</p> <p>3hours</p>	<p>face – to - face contact and guided study.</p> <ul style="list-style-type: none"> ✓ Personal contact sessions will include: Presentations, Case Study analysis and Quizzes. 	
7	MID TERM BREAK				

	9.7 Successful Businesses Need Customers Who Return	<p>service. Price your products for success.</p> <ul style="list-style-type: none"> ✓ Find the best location for maximum efficiency and effective distribution. Select the mix of promotion to use for your business. ✓ Add the fifth P, philanthropy, to your business. ✓ Explain the importance of selling based on benefits. Recognize and arrange excellent customer service. Define customer relationship management and interpret its value. 	<p>3hours</p> <p>3hours</p> <p>3hours</p>	<p>Case Study analysis and Quizzes.</p> <ul style="list-style-type: none"> ✓ Guided study will include text readings and the use of a wide range internet-based resources. ✓ Lectures, tutorials and field trip/industrial visit (if any). 	
10	<p>Financing Strategy & Tactics</p> <p>10.0. Introduction</p> <p>10.1. Going It Alone Versus Securing Financing</p> <p>10.2. What Is the Best Type of Financing for You and Your Business?</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ➤ Assess your financing preferences. Compare the types of business financing. 	<p>3hours</p> <p>3hours</p>	<ul style="list-style-type: none"> ✓ The class will be highly interactive, such that students would be called upon to present their own 	<p>A. Slide Power Point and Tutorial Note</p>

	<p>10.3. Where and How to Find Capital That Works for You</p> <p>10.4. Accessing Sources Through Online Networking</p> <p>10.5 Investors Want Their Money to Grow: Can You Make It Happen?</p>	<ul style="list-style-type: none"> ➤ Evaluate the pros and cons of debt and equity financing. Identify sources of capital for your business. ➤ Appraise stocks and bonds as investment alternatives. 		<p>understanding of the topic.</p> <p>✓ Personal contact sessions will include: Presentations, Case Study analysis and Quizzes.</p>	
11	<p>Exploiting Networks</p> <p>11.0. Introduction</p> <p>11.1. No Man Is an Island</p> <p>11.2 The Spaghetti Model of Innovation</p> <p>11.3 Types of Innovation Networks 292</p> <p>11.4 Networks as Purposeful Constructions</p>	<p>By the end of this lecture student will develop an understanding of:</p> <ul style="list-style-type: none"> ➤ How networking helps the process of innovation through improving the range and scale of knowledge interaction. ➤ How different types of network can contribute to the process and how effective networks can be designed and operated. ➤ How drivers such as globalization and the emergence of Internet 	<p>3 hours</p> <p>3 hours</p>	<p>✓ The class will be a discussion class, and the students will learn through a face-to-face interaction with the tutor</p> <p>✓ Personal contact sessions will include: Presentations, Exercises and Assignments.</p>	<p>A. Slide Power Point and Tutorial Note</p>

	<p>14.3. Recognizing the Opportunity 14.4. Innovation Strategy: Having a Clear Sense of Direction 14.5. Building an Innovative Organization, Networking for Innovation. 14.6. Learning to Manage Innovation. 14.7. Getting Fit for Innovation 14.8. Managing Innovation and Entrepreneurship</p>	<p>innovation process effectively.</p> <ul style="list-style-type: none"> ➤ Identifying key skills at individual, team and organizational level associated with effective innovation. ➤ Developing the ability to review how well individuals and organizations manage the Process. ➤ Practising taking an audit approach to improving innovation and entrepreneurship. 	<p>3 hours</p>	<p>face-to-face interaction with the tutor ✓ Personal contact sessions will include: Presentations, Exercises and Assignments</p>	
REVISION WEEK					
WEEK STUDY (WEEK 1 TO 14)					
FINAL EXAMINATION					

LECTURER

PROGRAMME CORDINATOR