

15.3 MSC. ENTREPRENEURSHIP DEVELOPMENT

BBA 868: Policy Studies in Entrepreneurship

Policy analysis and planning: process of policy making, importance of policies for enterprise development, fiscal and monetary measures, demand and supply side policy issues. Strategy policies for start-ups, business creation, business survival and growth. Constraints of business survival and growth. Growth of firms and employment (macro-evidence), births, deaths and growth (micro-evidence). Structural adjustment policies and small enterprise development. Policy implementation, co-ordination, monitoring and evaluation.

BBA 869: Small Business Consulting

Strategies and procedures for establishing a consulting practice. Establishing an organisation: hiring, networking, forming informal alliances, compensation schemes, writing consulting proposals, preparing consulting reports, managing time, presenting consulting results, consulting techniques and maintaining clients. Consultancy assignments for a growth oriented business.

BBA 870: Entrepreneurship and Small Business Development

The concept of small firms, Economics of small of small business and their role on economies activity. The concepts of Entrepreneurship and its importance in the developments of small business management and development. Getting into small business. Finance and other small business program developing and implementation

BBA 873: Credit and Microfinance for Small Businesses

Credit and finance policy. Determinants of investments. Role of financial markets. Feasibility studies for financing. Formal financial markets. Credit infrastructure. Sources and management of Microfinance. Credit and credit control. Group methods of financing commercial banks, banking institutions versus the informal sector issues. Evaluating credit programs. Future trends in financing.

BBA 876: Entrepreneurship Development Seminar

The seminar in entrepreneurship development provide a broad coverage of various Entrepreneurship issues; Social entrepreneurship, Global issues in entrepreneurship, ethical

issues in entrepreneurship, corporate entrepreneurship, venture capitalist, Entrepreneurship opportunities. Students will review and critique scholarly journals and other relevant materials in entrepreneurship and do seminar presentations.

BBA 877: Business Planning

Business plans. Nature and purpose of plans: start up, expansion and strategic plans. Needs for business plans and benefits of business planning. Contents of business plans: business description, production plans, service plans, marketing plans, operational plans, organizational plans, financial plans, planning for growth and expansion. Business executive summaries and business plans presentation.

BBA 875: Marketing for Small Enterprises

Development and marketing of new products. Packaging and labeling of products. Market testing and research. Consumer behaviour. Seller behaviour. Market entry strategies. Market measurements and forecasting. Impact of various forces on the practice of marketing. Special issues in small enterprises marketing.

BBA 889: Monitoring and Evaluation

Definitions: monitoring, evaluation, entrepreneurship development programmes. Business development assistance programmes. Defining purpose, choosing tools and indicators. Designing and managing monitoring criteria. Evaluation programmes.