

COURSE CODE: HSM 414
COURSE TITLE: DESIGN CONSULTANCY
NUMBER OF UNITS: 2 UNITS
COURSE DURATION:

COURSE DETAILS:

Course Coordinator: Ariyo, Adijat. Motunrayo
Email: motunravoariyo@yahoo.com
Office Location: Department of Home Science & Management
Other Lecturers:

COURSE CONTENT:

Introduction to Business, The three big myths, The Consultants Orientation or Entrepreneurs Business, Starting your practice, Opportunity Analysis, Entrepreneurial leadership and Business plan development.

COURSE REQUIREMENTS:

READING LIST:

LECTURE NOTES

LECTURES 1 & 2

Introduction to Business

- Functions, Forms of business ownership, Business Environment, Business Ethics, Management, Production, Marketing, Financial Markets, Accounting and global interest.

Meaning, concept and the demand for consultants or entrepreneurs,

- The uniqueness of consulting,
- The successful consultants,

LECTURE 3 & 4: The three big myths

- expert Myth,
- no security myth
- and the big competitors' myth

LECTURE 5 & 6: The Consultants Orientation or Entrepreneurs Business

- Task Orientation
- Process Orientation,
- competing in business,
- effective business planning,
- protecting your turf in business,

LECTURES 7 - 8 -: Starting your practice

- Basic business knowledge,
- Financial management,
- Marketing, sales, trend prediction
- Human resources management.

LECTURES 9 - 10: Opportunity Analysis

- The entrepreneur's role in the global economy
- As an exploiter of opportunity,

LECTURES 11:- Entrepreneurial leadership

- Process: effective business planning,
- Entrepreneurial leadership
- Funding and finance for entrepreneurs

LECTURES 10 - 12: BUSINESS PLAN DEVELOPMENT / TUTORIAL PRESENTATION

Students will prepare a professional, comprehensive business plan that will guide their business start-up and address capital funding. Students will present their business plan to the class during tutorial groups' presentation.

LECTURES 13 -14: Continuous Assessment Test & General Revision.

TEACHING STRATEGIES

1. Lecture Method- Highly Interactive
2. Group Discussion
3. Case studies
4. Tutorial Presentation

Grading:

Class Attendance & Participation	10%
Continuous Assessment Test	20%
Tutorial Presentation	10%
Final Examination	60%
TOTAL	100%

RECOMMENDED TEXT BOOKS

Baron, R.A.; Shane S.A., & Reuben, A.R. (2008). Entrepreneurship, a process perspective.
Canada: Thompson Nelson

Visit various websites on introduction to Entrepreneurship