



**NILE UNIVERSITY
OF NIGERIA**

HONORIS UNITED UNIVERSITIES



ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT

2025-2026 Student Handbook

PROGRAMME CURRICULUM

The Entrepreneurship and Enterprise Development Programme is crafted to empower aspiring and established entrepreneurs with the knowledge, skills, and mindset necessary to create, sustain, and scale successful ventures. Blending theory with hands-on practice, the curriculum guides students through the entrepreneurial journey — from ideation and business modelling to funding, operations, and growth strategy.

By engaging in case studies, peer collaboration, and venture development labs, students gain practical insight into the realities of entrepreneurship. The programme is tailored to Africa's fast-growing entrepreneurial ecosystem, preparing graduates to harness innovation, leverage technology, and respond to regional and global market opportunities.

Modules include entrepreneurial mindset and innovation, business planning, financial management, marketing for entrepreneurs, venture funding, and scaling strategies. The capstone project involves designing a business plan or venture pitch for real-world implementation.

PROGRAMME EDUCATIONAL OUTCOME

The Executive Development programme is designed to:

1. Instil an entrepreneurial mindset grounded in innovation, resilience, and opportunity recognition.
2. Provide practical knowledge and tools to launch and grow enterprises.
3. Strengthen students' financial literacy and business planning capabilities.
4. Foster the ability to navigate challenges unique to African entrepreneurial environments.
5. Enable graduates to create ventures that contribute to economic development and social impact.

PROGRAMME LEARNING OUTCOME

Upon completion of the programme, graduates will be able to:

- a. Identify, evaluate, and pursue viable business opportunities.
- b. Develop and present comprehensive business models and venture strategies.
- c. Apply financial, marketing, and operational tools to manage and grow enterprises.
- d. Leverage innovation and technology to create competitive advantage.
- e. Demonstrate resilience and adaptability in navigating entrepreneurial challenges.
- f. Incorporate sustainable and socially responsible practices in enterprise development.

The detailed curriculum is tabled below:

ENTREPRENEURSHIP AND ENTERPRISE PROGRAMME CURRICULUM		
Semester	Modules	Credits
Semester 1	Marketing Management	3
	Corporate Finance	3
	ICT Management	3
	Operations Management	3
	Capstone Project	3
Semester 2	Innovative Product Development and Launch	3
	Service Marketing and CRM	3
	Sustainable Development in Africa	3
	Managing and Scaling a Startup	3
	Capstone Project	3
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ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT PROGRAMME

Please note that the course information below illustrates the courses that may be included in this programme. However, Nile University of Nigeria reserves the right to update or amend this list without prior notice, and inclusion in the list below does not guarantee availability of a particular course during an academic session. Course availability is subject to, among other things, faculty availability and course enrolment minimums.

Course Name	Course Description	Credits
Marketing Management	This course focuses on strategic approaches to marketing within a competitive landscape. Topics include market segmentation, targeting and positioning, competitive analysis, brand management, and integrated marketing communications. Students will analyse case studies and develop marketing strategies that align with overall business objectives, leveraging digital and traditional marketing tools to create value and drive growth.	3
Operations Management	This course covers the principles of operations management in various business settings. Topics include process design, quality management, supply chain management, inventory control, and production planning. Students will use case studies and simulations to understand how to optimise operations, improve efficiency, and manage resources effectively in manufacturing and service environments.	3
Sustainable Development in Africa	This course explores sustainable development practices specific to the African context. Topics include environmental sustainability, social responsibility, economic development, and sustainable business practices. Students will analyse case studies of successful sustainability initiatives in Africa, develop strategies for addressing local challenges, and understand the role of business in promoting sustainable development on the continent.	3
ICT Management	This course examines the role of information systems in supporting business management. Topics include information systems development, data management, IT infrastructure, cybersecurity, and emerging technologies. Students will explore how to align IT strategy with business objectives, manage IT projects, and leverage information systems for competitive advantage through case studies and practical exercises.	3
Corporate Finance	This course focuses on the financial management of corporations. Topics include capital budgeting, financial forecasting, capital structure, risk management, and valuation techniques. Students will use financial models	3

	and case studies to understand how to make financial decisions that enhance corporate value, manage financial risks, and ensure effective capital allocation.	
Services Marketing and CRM	This course explores marketing strategies for service-based businesses and customer relationship management (CRM) practices. Topics include service marketing mix, customer experience management, CRM systems and tools, loyalty programmes, and service quality measurement. Students will use case studies to understand effective services marketing strategies and CRM practices that enhance customer satisfaction and retention.	3
Innovative Product Development and Launch	This course focuses on the process of developing and launching innovative products. Topics include idea generation, product design and development, market testing, launch strategies, and post-launch evaluation. Students will work on case studies and projects to apply these concepts, develop effective product launch plans, and understand the factors contributing to successful product innovation.	3
Managing and Scaling a Start-up	This course focuses on strategies for managing and scaling start-up ventures. Topics include start-up business models, growth strategies, scaling challenges, funding options, and operational management. Students will use case studies and simulations to understand how to address common start-up issues, manage growth effectively, and scale their businesses successfully.	3