

### **EDS211 - Entrepreneurial Development Studies III (1 Unit)**

Biographical studies of management giants/ business thinkers in Nigeria, Africa and Europe. Marketing Practice and Entrepreneurship Evolution of marketing, Roles of marketing, Five divisions of marketing, Responsibilities in marketing, Marketing and Sales, Relevance of Entrepreneurship and SMEs and Introduction to International Trade, Definitions of SME's, Advantages and disadvantages, Contributions of SME are to economic development, Institutions and programmers' in support of SME's, Risk Management, Profit Maximization, Definition of International Trade, Drivers of the current international business operations, Forces that make international business environment, International business environment model, Documentary credit in international trade.