

EDS221 - Entrepreneurial Development Studies IV (1 Unit)

Biographical studies of management giants/ business thinkers in Nigeria, Africa and Europe. Students will be made to study the lives and characters of different world class, entrepreneurs like Mark Zuckerberg, Mukesh Ambani, and Femi Otedola and so many others, 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 SMEs to economic development, Institutions and programmes' 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.