

COURSE TITLE: ENT. EDUCATION

COURSE CODE: GPD 245

CREDIT: TWO HOURS

LEVEL: 300

SEMESTER: THREE

Areas

- Factors leading to the realising the promotion enterprise culture in Ghana in Voctec us/
- The emergence of entrepreneurs
- Economists, psychologist, sociologist and culturalists perspectives
- Business opportunity identification -SWOT analysis and basic steps in starting a business
- PEC - Personal entrepreneurship competencies
- Business planning - (conducting a market survey/feasibility study)
- Organisational plan
- Production plan
- Financial plan
- Business controls - legal and insurance concerns.

Methodology

Lectures

- Discussion
- Role play
- Field visit.