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

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

COURSE CONTENT:

COURSE REQUIREMENTS:

READING LIST:

LECTURE NOTES

LECTURES 1 & 2

Introduction to Business

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


Visit various websites on introduction to Entrepreneurship