COURSE DESCRIPTION

Africa is among the world’s most rapidly growing economic regions. As the world economy is increasingly globalized in the 21st century, entrepreneurship in Africa’s emerging markets is equally and steadily evolving. African governments are recognizing that entrepreneurship can be a major contributor to economic growth and are beginning to encourage and support measures and initiatives that encourage innovation and enterprise creation. However, critics view the culture of entrepreneurship in Africa as mainly defined and driven by necessity, as such, “necessity-driven entrepreneurship,” rather than driven by the pursuit of an opportunity or aspiration. Nevertheless, in more recent times, the pursuit of entrepreneurship as a career has continued to gain acceptance and legitimacy in Africa.

Using appropriate theoretical tools, the course will examine the history of African business culture and entrepreneurship and other issues germane to African business enterprise. Furthermore, the course will analyze the many facets of the private enterprise system and of the businesses that operate within its framework so as to enable students emerge with a better understanding of how a business operates in Africa’s modern political, social and economic environment as well as dispel the notion that a “modern business culture capable of precipitating the emergence of large scale enterprises with the potential for global impact is incompatible with African historical and cultural realities.”

COURSE OBJECTIVES

1. Explore the history of African entrepreneurship and issues germane to African business development.
2. Examine how tradition and cultural practices or norms influence the way Africans conduct business.
3. Assist students in gaining a basic understanding of African business and the complexities of operating in a global environment.
4. Comprehend and examine Africa’s business culture as it interacts within the context of a globalized business environment.
6. Assist students to acquire the knowledge and skills needed to contribute to and take leading positions in Africa’s business and society
7. Enable students to identify business problems using appropriate analytical tools.
8. Impact on the student the issues and challenges facing entrepreneurs in emerging African market economies.
9. Enable students to be effective problem solvers and preparing effective oral presentations and written reports, as well as working effectively in teams.
10. Enlighten students interested in entrepreneurship in Africa.

METHODOLOGY

Classes will consist of lectures, discussions, audio visuals, and occasional guest speakers. In order to allow meaningful discussion and class participation, and in addition to the text book, students will read chapters and articles reserved. Reserved materials are a part of the required readings.

REQUIREMENTS

Students are required to read assigned materials in preparation for class discussion. Students will be asked to read reserved materials to compliment lectures. A term paper or a group project would be required to assist students develop writing and research skills. Students are required to attend class regularly and observe the Student Honor Code. Falsification, cheating, fabrication, multiple submissions, plagiarism, and abuse of academic materials, and complicity in academic dishonesty are prohibited. Any student caught plagiarizing will automatically fail and will be subjected to university judicial procedures and consequences. Students are expected to conduct themselves appropriately at all times. Academic and classroom misconduct will not be tolerated. An attendance roster is kept and students are expected to attend all sessions on time and as scheduled. Attendance is required and up to 3 absences per semester allowed for extraordinary circumstances. 4 absences or more will result in a loss of 10 points. When absent, it is your responsibility to get the class lecture notes from a classmate. Once this is done and, if you have questions on the lecture notes, please see me.

REQUIRED TEXT


Look up and read articles from AFBIS Services or afbis.com – good articles on African business.

### GRADING SCALES

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<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tr>
<td>90%-100%</td>
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<tr>
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<td>B</td>
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<td>60%-69%</td>
<td>D</td>
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<tr>
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### GRADING

- Test 1: 20
- Test 2: 20
- Group Project & Press (15 & 10): 25
- Test 3: 20
- Attendance (Attend. 5, Part. 5): 10
- Writing Assignment: 5
TOPICS

I. Understanding Africa: Myths and Facts
   A General Overview of the African Continent

LABOR DAY

II. Entrepreneurship in Africa
   Economic Development: Theories and Models.
   African Entrepreneurship theory.
   Nnadozie, African Economic Development, Chapters 1 and 2.

III. African Indigenous Business Culture

IV. The Research Process or Group Project
   1. Research and Interpretation
   2. Documentation Methods and Techniques
   3. Presentation
      Recommended Reading: Kate L. Turabian, A Manual for Writers of Term Papers, Theses and Dissertation. Chicago: The University of Chicago Press. Read the latest Edition. (Sep 21)

TEST 1 Sept 23

V. Managing African Cultural Differences
   This section deals with a range of issues on various aspects of African Business Culture.

VI. Development of Entrepreneurship in Africa and the Trans Saharan Trade
Syllabus Continued

Joseph E. Inikori in Falola, 41-79. Ralph Austen & Dennis Cordell, Trade, Transportation ---and the Era of the Trans-Atlantic Slave Trade in Jalloh & Falola, pps. 80-113. (Oct 5 & 7 )

VII. Trade, Entrepreneurship and Globalization

STUDENT RECESS OCT 12 & 13

VIII. Entrepreneurial Constraints – Government and African Business
The obstacles to successful business operations in Africa. John Mbaku, the State and Indigenous entrepreneurship in independent Africa, pp. 212-237. (Oct. 21).

TEST 2 October 26

IX. The Challenge of Gender and the new African Women Entrepreneurs

X. Women Entrepreneurs – Overcoming Challenges
Oprah Winfrey and Black Female Business Role Models

XI. Failures of micro business owners in Africa –And how and why did they go wrong.


XIII. Extra Credit Assignment Nov. 23
<table>
<thead>
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<th>Course Title:</th>
<th>Topics in Africana Studies: Business Culture and Entrepreneurship in Africa</th>
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<tr>
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Group Presentations and Review  Nov. 30, Dec. 4 & 7

TEST 3  Dec. 9

Scheduled Exam Date  - Other Issues