

UNIVERSITY OF CAPE COAST

**COLLEGE OF AGRICULTURE AND NATURAL
SCIENCES (CANS)**

**CENTRE FOR COASTAL MANAGEMENT-
AFRICA CENTRE OF EXCELLENCE IN COASTAL
RESILIENCE**



**PROPOSED CURRICULUM FOR BLUE
ENTREPRENEURSHIP**

Module 11: FAS 842 – Blue Entrepreneurship				
Credits: 3				
Contact hours: 80				
Description of module: This module is designed to prepare participants to meet their expectations and that of their would-be employers' by developing their entrepreneurial culture, creativeness, and innovativeness to pursue business opportunities within the blue economy. This course will help participants to unlock business solutions that will benefit the people, the climate, and the blue ecosystem. It will also enable participants to understand the sustainable use of blue resources for economic growth, improved livelihoods, and jobs while preserving blue ecosystems.				
Objectives				
Having completed this course, the student should be able to:				
<ol style="list-style-type: none"> 1. explain the concepts and elements of blue entrepreneurship 2. analyse the role of blue entrepreneurship in economic development 3. constantly search for, identify and evaluate business opportunities 4. use design thinking as a tool to generate creative ideas 5. mobilize the needed resources for the execution of the business opportunities 6. understand and select the appropriate legal form of business ownership 				
Unit 11.1: Entrepreneurial Heartset				
Contact hours	8			
Name(s) of Lecturer(s)	Dr. Edward N.A. Amarteifio Mr. Enoch Mensah-Williams			
Mode(s) of delivery	X	Interactive facilitation	X	Group discussion
	X	Case-based learning		Seminar
	X	Team presentation		Practical Assignment
Unit Description	This unit aims to encourage participants to develop their entrepreneurial mindset, handset, and valueset. Entrepreneurial heartset would give participants the change that is critical to the dynamic needs of the blue economy.			
Learning Outcomes	Upon completion of this course, participants should: <ol style="list-style-type: none"> 1. develop an entrepreneurial mindset, handset and value set. 2. develop a way of thinking and living that is consistent with entrepreneurial principles 			
Continuous Assessment		Quizzes		Seminar
		Presentation	X	Skill demonstration
	X	Term papers		paper review/critique
		Progress reports		
Reading List	Brears, R. C. (2021). <i>Developing the blue economy</i> . London: Palgrave Macmillan. Canals, J. (Ed.). (2016). <i>Shaping entrepreneurial mindsets: Innovation and entrepreneurship in leadership development</i> . New York: Springer. Van der Westhuizen, T. (2022). <i>Effective youth entrepreneurship: Enablers and barriers for the shape youth entrepreneur ecosystem strategy</i> . doi.org/10.18820/9781928424857			
Unit 11.2: Entrepreneurial Opportunities in the Blue Economy Value Chain				
Contact hours	16			

<i>Name(s) of Lecturer(s)</i>	Dr. Mavis S. Benneh Mensah Dr. Charles Hackman Essel Mr. Richard Asumadu			
<i>Mode(s) of delivery</i>	X	Interactive facilitation		
	X	Case-based learning		
	X	Team presentation		
<i>Unit Description</i>	Participants will be exposed to opportunities along the value chain in the blue economy including fishing/ocean waste management, renewable energy, climate change.			
<i>Learning Outcomes</i>	Upon completion of this course, participants should be able to: <ul style="list-style-type: none"> • identify various entrepreneurial ideas in the blue economy • understand and appraise the blue economy value chain • recognize and evaluate the opportunities in the blue economy 			
<i>Continuous Assessment</i>		Quizzes		Seminar
	X	Presentation	X	Skill demonstration
		Term papers		paper review/critique
		Progress reports		
<i>Reading List</i>	Barringer, B. R., & Ireland, R. D. (2015). <i>Entrepreneurship: Successfully launching new ventures</i> (5 th ed). Boston: Pearson Brears, R. C. (2021). <i>Developing the blue economy</i> . London: Palgrave Macmillan. Van der Westhuizen, T. (2022). <i>Effective youth entrepreneurship: Enablers and barriers for the shape youth entrepreneur ecosystem strategy</i> . doi.org/10.18820/9781928424857			
Unit 11.3: Creativity using Design Thinking				
<i>Contact hours</i>	16			
<i>Name(s) of Lecturer(s)</i>	Dr. Keren Arthur Mr. Saviour S.K Deikumah			
<i>Mode(s) of delivery</i>	X	Interactive facilitation		
	X	Case-based learning		
	X	Team presentation		
<i>Unit Description</i>	In this unit participants will learn how to use design thinking to unlock their creativity. The unit introduces participants to some problem space mapping, problem definition and ideation techniques/tools.			
<i>Learning Outcomes</i>	Upon completion of this course, participants should be able to: <ol style="list-style-type: none"> 1. apply creativity techniques to create market value 2. use the design thinking methodology to improve their creative behaviour. 			
<i>Continuous Assessment</i>		Quizzes		Seminar
	X	Presentation	X	Skill demonstration
		Term papers		Paper review/critique
		Progress reports		

<i>Reading List</i>	Beausoleil, A. M. (2022). <i>Business design thinking and doing</i> . New York City: Springer Books. Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business model generation: A handbook for visionaries, game changers and challengers. <i>African journal of business management</i> , 5(7), 22-30.			
Unit 11.4: Innovation in the Blue Economy				
<i>Contact hours</i>	8			
<i>Name(s) of Lecturer(s)</i>	Dr. Keren Arthur Mr. Enoch Mensah-Williams			
<i>Mode(s) of delivery</i>	<input checked="" type="checkbox"/>	Interactive facilitation		
	<input checked="" type="checkbox"/>	Project-based learning		
	<input checked="" type="checkbox"/>	Team presentation		
<i>Unit Description</i>	This unit prepares individuals to build their strategic abilities around innovation. It provides exposure to both fundamentals of business innovation and techniques in making business ideas tangible.			
<i>Learning Outcomes</i>	Upon completion of this course, participants should be able to: 1. use prototyping to make their creative ideas tangible 2. apply design thinking and creativity competencies in designing and implementing business ideas			
<i>Continuous Assessment</i>		Quizzes		Seminar
	<input checked="" type="checkbox"/>	Presentation	<input checked="" type="checkbox"/>	Skill demonstration
		Term papers		Paper review/critique
		Progress reports		
<i>Reading List</i>	Kahn, K. B. (2018). Understanding innovation. <i>Business Horizons</i> , 61(3), 453-460. Andrews, M. J., Chatterji, A., Lerner, J., & Stern, S. (Eds.). (2022). <i>The role of innovation and entrepreneurship in economic growth</i> . University of Chicago Press. Guisseppina, P. (2020). <i>Innovative entrepreneurship in action: from high-tech to digital entrepreneurship</i> . New York City: Springer International Publishing.			
Unit 11.5: Entrepreneurial Resources				
<i>Contact hours</i>	8			
<i>Name(s) of Lecturer(s)</i>	Dr Charles Hackman-Essel Mr. Richard Asumadu Mr. Saviour S.K. Deikumah			
<i>Mode(s) of delivery</i>	<input checked="" type="checkbox"/>	Interactive facilitation		
	<input checked="" type="checkbox"/>	Case-based learning		
	<input checked="" type="checkbox"/>	Team presentation		
<i>Unit Description</i>	This unit describes the resources available to entrepreneurs in the blue economy. The unit covers issues related to Intellectual Property Rights (IPRs), financial, human, operational, biological resources as well as contemporary issues in the blue economy.			
<i>Learning Outcomes</i>	Upon completion of this course, participants should be able to:			

	<ol style="list-style-type: none"> 1. classify the various types of entrepreneurial resources 2. mobilize the resources needed to pursue their entrepreneurial opportunities 3. manage the entrepreneurial resources
<i>Continuous Assessment</i>	X Games Seminar
	X Presentation X Skill demonstration
	Term papers Paper review/critique
	Progress reports
<i>Reading List</i>	<p>Barringer, B. R., & Ireland, R. D. (2015). <i>Entrepreneurship: Successfully launching new ventures</i> (5th ed). Boston: Pearson</p> <p>Johnson, K., & Dalton, G. (Eds.). (2018). <i>Building industries at sea: Blue growth and the new maritime economy</i>. Aalborg: River Publishers.</p> <p>World Intellectual Property Organization (WIPO) (2021) <i>Enterprising ideas: A guide to intellectual property for startups</i>. Geneva: WIPO.</p>
Unit 11.6: Business Formation	
<i>Contact hours</i>	8
<i>Name(s) of Lecturer(s)</i>	Dr Mavis Benneh Mensah Dr Charles Hackman Essel
<i>Mode(s) of delivery</i>	X Interactive facilitation
	X Case-based learning
	X Team presentation
<i>Unit Description</i>	This unit will introduce participants to the legal forms of business ownership in Ghana. Participants will interact with experts from regulatory agencies.
<i>Learning Outcomes</i>	<p>Upon completion of this course, participants should be able to:</p> <ol style="list-style-type: none"> 1. identify and differentiate among the legal forms of business ownership in Ghana 2. decide on their preferred legal form of ownership 3. register their business and intellectual property rights 4. understand and comply with tax regulations 5. understand and comply with local and international standards and certification requirements
<i>Continuous Assessment</i>	Quizzes X Seminar
	Presentation Skill demonstration
	Term papers Paper review/critique
	Progress reports
<i>Reading List</i>	<p>Boachie-Mensah, F. O., & Marfo-Yiadom, E. (2016). <i>Entrepreneurship and small business management</i>. Accra: Ghana Universities Press.</p> <p>Dincer, H., Hacıoglu, Ü., & Yüksel, S. (2018). Strategic design and innovative thinking in business operations. <i>Series: contributions to management science</i>. Publisher: Springer International Publishing.</p>

	Spillan, J. E., & King, D. O. (2017). <i>Doing business in Ghana: Challenges and opportunities</i> . London: Palgrave Macmillan.			
Unit 11.7: Entrepreneurial Marketing				
Contact hours	8			
Name(s) of Lecturer(s)	Dr. Dominic Owusu Dr. Edward N.A. Amarteifio			
Mode(s) of delivery	X	Interactive facilitation		Team presentation
		Field work		Seminar
		Case-based learning	X	Practical Assignment
Unit Description	This unit involves the theory and practice of entrepreneurial marketing and communication. Participants would be exposed to the principles of marketing, marketing communication and negotiation strategies that are critical to blue enterprise development.			
Learning Outcomes	Upon completion of this course, participants should be able to: <ol style="list-style-type: none"> 1. understand the dynamic nature of the marketing environment; 2. design innovative marketing communication tools for dealing with customers and other key stakeholders; and 3. develop and implement marketing mix for a given product. 			
Continuous Assessment		Quizzes		Seminar
	X	Presentation	X	Skill demonstration
		Term papers		Paper review/critique
		Progress reports		
Reading List	Hisrich, R. D., & Ramadani, V. (2018). <i>Entrepreneurial marketing: A practical managerial approach</i> . London: Edward Elgar. Nijssen, E. (2017). <i>Entrepreneurial marketing</i> (2 nd ed). London: Routledge Yang, M., & Gabrielsson, P. (2017). Entrepreneurial marketing of international high-tech business-to-business new ventures: A decision-making process perspective. <i>Industrial Marketing Management</i> , 64, 147-160			
Unit 11.8: Finance in the Blue Economy				
Contact hours	16			
Name(s) of Lecturer(s)	Prof Edward Marfo-Yiadom Dr Edward N.A Amarteifio			
Mode(s) of delivery	X	Interactive facilitation		
	X	Case-based learning		
	X	Team presentation		
Unit Description	This unit provides participants with the opportunity to acquire the requisite knowledge and skills for the preparation and use of accounting and financial statements for the management and control of new and existing enterprises. Participants will also be exposed to contemporary issues in blue accounting and finance.			
Learning Outcomes	Upon completion of this unit, participants should be able to:			

	<ol style="list-style-type: none"> 1. understand the basic ways of keeping records and accounting for transactions 2. develop appropriate bookkeeping and accounting systems 3. prepare simple estimates and budgets 4. evaluate the financial performance of small enterprises. 			
<i>Continuous Assessment</i>		Quizzes		Seminar
	X	Presentation	X	Skill demonstration
		Term papers		Paper review/critique
		Progress reports		
<i>Reading List</i>	<p>Adelman, P. J., & Marks, A. M. (2013). <i>Entrepreneurial finance</i> (6th ed). New York: Pearson.</p> <p>Leach, J. C., & Melicher, R. W. (2017). <i>Entrepreneurial finance</i> (6th ed). London: Cengage Learning</p> <p>Finnerty, J. D. (2013). <i>Project financing: asset-based financial engineering</i>. New Jersey. Wiley & Sons.</p>			