



American
Open University
Nigeria



Undergraduate Program

College of Business

Bachelor of Science in Entrepreneurship

For the next generation of innovators, founders, and changemakers:
identify opportunities, create value, and launch and scale ventures that
matter.



Build What Matters

Educating the innovators, founders, and changemakers who launch and scale impactful ventures.



“

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.

Peter Drucker Innovation and Entrepreneurship, 1985

The Bachelor of Science in Entrepreneurship is designed for the next generation of innovators, founders, and changemakers. This program provides a hands-on, experiential learning environment where students learn to identify opportunities, create value, and launch and scale impactful ventures. The curriculum fosters a resilient, entrepreneurial mindset, preparing graduates to thrive in the startup world and to drive innovation from within established organizations.

Specialization learning paths



Technology Entrepreneurship

Learn to build, fund, and scale a technology startup from a disruptive idea to a market-leading enterprise.



Social Entrepreneurship

Design and launch sustainable ventures that solve pressing social and environmental challenges while creating lasting impact.

- Undergraduate program of the College of Business, American Open University Nigeria (A-Global).



Program at a Glance

Four years. One degree. A specialization built for the people who turn ideas into ventures.



Duration



Credential



Delivery



Specialization

Your journey through the program



100 Level
27 units

Management, economics, bookkeeping, and the Nigerian entrepreneurial environment



200 Level
18 units

Financing, marketing, change management, and Industrial Learning and Tours 1



300 Level
21 units

Opportunity scouting, business planning, and Industrial Learning and Tours 2



400 Level
19 units

Technology and social entrepreneurship, risk, and Research for Enterprise

+ 33 credit units of A-Global electives run alongside the core: 11 applied courses, 3 units each, delivered in 8-week blocks.

Program objectives

The Bachelor of Science in Entrepreneurship aims to:



Instill a resilient, problem-solving mindset capable of navigating ambiguity and embracing calculated risks.



Provide a practical toolkit for venture creation, from ideation and market validation to fundraising and scaling.



Foster innovation by teaching students how to apply emerging technologies and new business models to solve market problems.



Cultivate ethical leadership and an understanding of how to build sustainable, purpose-driven organizations.

What You Will Learn

Students will build a comprehensive portfolio of skills, moving from foundational theory to specialized, real-world application.

Specialized
application

4



Startup Operations and Management

Understand the fundamentals of building a team, creating a culture, legal formation, and protecting intellectual property.

3



Marketing and Growth Hacking

Develop skills in digital marketing, customer acquisition, branding, and sales strategies tailored for new products and services.

2



Funding and Venture Finance

Learn the art of bootstrapping, creating a persuasive pitch deck, and navigating the worlds of angel investing and venture capital.

1



Venture Creation and Validation

Master the process of ideation, customer discovery, market validation, and developing a compelling business model using lean startup methodologies.

Foundational
theory

Read the stack from the base up: validate the venture first, then fund it, then take it to market, and finally run it as a company with a team, a culture, and protected ideas.



Expected Program-Level Outcomes

Every A-Global program is designed through the EDGE Instructional Framework, so its outcomes are stated the way the framework thinks: what you learn, who you become, where you apply it, and how you lead.



The EDGE Framework

A learner-centric model that guides the design of every program we offer, emphasizing individual growth, empowerment, and career advancement.

E Educate (The What)

Students will acquire a strong foundation in the principles of venture creation, including lean startup methodologies and venture finance.

D Develop (The Who)

Students will demonstrate the ability to identify and validate business opportunities and develop compelling value propositions.

G Grow (The Where)

Students will be able to apply their skills to build teams, navigate the legal and financial aspects of a new venture, and develop go-to-market strategies.

E Empower (The How)

Students will be prepared to launch and lead new ventures, with the skills to secure funding and make a meaningful impact in their chosen industry.

Every A-Global graduate is designed to be

Future-Ready

Equipped to adapt to technological change and thrive in the 21st-century global economy.

Career-Focused

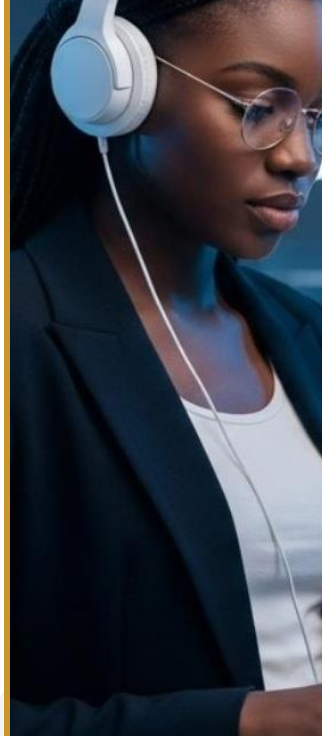
Prepared to apply their knowledge professionally and advance their careers with purpose and direction.

Skilled and Competent

Possessing the essential skills and professional competencies for effective performance and ethical leadership.

Empowered Changemakers

Ready to act as agents of positive change, equipped with the strategic tools and professional networks to lead and innovate.





Your Four-Year Pathway

The program pathway for the B.Sc. Entrepreneurship moves from management, economics, and bookkeeping foundations at 100 Level through financing, marketing, opportunity scouting, and business planning to technology and social entrepreneurship and Research for Enterprise at 400 Level. Every course below is part of the NUC-aligned core.

Credit units by level

100 Level		27
200 Level		18
300 Level		21
400 Level		19

Plus 33 units of A-Global electives (page 8)

100 100 Level

27 credit units

	GST 111	Communication in English	2
	AMS 101	Principles of Management	2
	AMS 103	Introduction to Computers	2
	ECO 101	Principles of Economics	2
	ENT 121	Introduction to Entrepreneurship & Venture Creation	3
	ENT 125	Business Statistics	2
	GST 112	Nigerian People and Culture	2
	AMS 102	Basic Mathematics	2
	AMS 104	Principles of Project Management	2
	ENT 102	Elements of Bookkeeping	3
	ENT 122	The Nigerian Entrepreneurial Environment	2
	ENT 124	Basic Financial Literacy	3

200 200 Level

18 credit units

	ENT 211	Entrepreneurship and Innovation	2
	ENT 223	Introduction to Entrepreneurial Financing	2
	ENT 225	Entrepreneurial Marketing	2
	ENT 227	Theories of Entrepreneurship	2
	GST 212	Philosophy, Logic, and Human Existence	2
	ENT 224	Entrepreneurship and Change Management	2
	ENT 232	Industrial Learning and Tours 1	3
	ENT 234	Biographical Studies of Entrepreneurial Thinkers and Giants	3

Industrial learning and research milestone

2 credit units

300 and 400 Level

Opportunity scouting, business planning, and your Research for Enterprise

300

300 Level

21 credit units

ENT 315

Business Opportunity Scouting and Evaluation

2

ENT 323

Sociology of Entrepreneurship

2

ENT 325

Small Scale Business Management

2

GST 312

Peace and Conflict Resolution

2

ENT 312

Venture Creation

2

ENT 328

Family Business and Succession Plan

2

ENT 332

Feasibilities and Business Planning

3

ENT 334

Research Methods

3

ENT 336

Industrial Learning and Tours 2

3

400

400 Level

19 credit units

ENT 417

Technology Entrepreneurship and Intellectual Property Rights

2

ENT 427

E-Business

2

ENT 429

Strategic Thinking, Problem Solving and Negotiation Skills

2

ENT 416

Social Entrepreneurship and Community Development

2

ENT 424

Management of Creativity and Innovation

2

ENT 428

Entrepreneurship and Gender Issues

2

ENT 432

Risk Management and Insurance

3

ENT 442

Research for Enterprise

4

Industrial Learning and Tours 1 and 2

Two industrial learning placements with tours (ENT 232 at 200 Level, ENT 336 at 300 Level) connect your studies to real enterprises before you graduate.

Research for Enterprise and capstone

ENT 442 at 400 Level carries 4 credit units and anchors your final year. ENT 497 and ENT 498, Entrepreneurship Capstone Project I and II, are available among the A-Global electives as 8-week, 3-unit courses.

“

The only way to win is to learn faster than anyone else.

Eric Ries, The Lean Startup, 2011



A-Global Electives

Eleven applied courses that put current tools in your hands: business planning, strategic thinking, risk management, AI deployment, Google career analytics, and a pathway course matched to the venture you want to build. Each elective carries 3 credit units and runs for 8 weeks.

11 courses

3 units each

33 total units

8 weeks each



Academic Foundations

2

AGC 200 Foundations of Academic Writing

AGC 301 Business and Public Sector Research Methods

Venture Planning and Strategy

3

ENT 332 Feasibilities and Business Planning

ENT 429 Strategic Thinking, Problem Solving and Negotiation Skills

ENT 432 Risk Management and Insurance

Your Pathway Course

1

ENT 417/416/419 Pathway Course (see below)

AI and Google Career Analytics

3

ATC 202 Foundations of AI Deployment (Claude AI)

ATC 411 Google Career Data Analytics and Business Intelligence I

ATC 412 Google Career Data Analytics and Business Intelligence II

Capstone

2

ENT 497 Entrepreneurship Capstone Project I

ENT 498 Entrepreneurship Capstone Project II

Your pathway course

The pathway course slot is filled according to the student's declared Entrepreneurship pathway. The capstone venture follows the same pathway.

Technology Entrepreneurship

ENT 417 Technology Entrepreneurship and Intellectual Property Rights

Social-Impact Enterprise

ENT 416 Social Entrepreneurship and Community Development

Public-to-Private Enterprise

ENT 419 Public-to-Private Enterprise Transition: SPEAK Framework



How You Will Learn

Education should fit your life, not the other way around. Whether you prefer the immersive experience of our Global Campus, the convenience of a local City Center, or the flexibility of online study, A-Global meets you where you are.

The Hi-Flex learning model



Global Campus

The immersive on-campus experience in Ibadan.



City Center

The convenience of a local center close to home.



Online

The flexibility of study that fits around your life.

Three tiers of support, one team behind you



Course Instructor

Your primary support official for each course: delivers content, leads discussions, gives assignment feedback, and evaluates your performance.



Course Mentors

Credentialed, certified subject experts who add specialized guidance, answer in-depth questions, and facilitate peer-to-peer learning.



Industry Faculty and Coaches

Working professionals who connect your learning to real-world practice, job-readiness mindsets, networks, and potential internship placements.



Learner Support Team

Monitors your progress with meaningful weekly contact, in person or via phone, Teams, or Zoom, and escalates any concern for early intervention.

Where to find us



Global Campus, Ibadan

3 Oladosu Oladipo Close, Ashi Area, New Bodija, Ibadan, Oyo State



Metro Campus, Abeokuta

1 Muideen Agboke Street, Opposite Foodco Supermarket, Ita-Iyalode, Abeokuta, Ogun State



Ogbomoso Center

First Floor, Adekitan Building, Beside Ola Central Filling Station, High School Area, Ogbomoso, Oyo State



Ondo Town Center

1 Homaj Street, Itanla, Akure Road, Ondo Town, Ondo State

“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela, Madison Park High School, Boston, 1990



Who You Will Become

The founders, product leaders, and social innovators who create value and build ventures that last.



Founders and CEOs

who are ready to launch their own innovative technology or social impact companies.



Product Managers

who lead the development of new products in high-growth startups.



Social Innovators

who build sustainable business models to solve pressing social challenges.



Intrapreneurs

who drive innovation and launch new ventures from within large corporations.

Where you will work

Industries

Technology (SaaS, AI)

Social Impact

Venture Capital

Consulting

Certifications

Google Project Management

Google Digital Marketing & E-commerce

Certified ScrumMaster (CSM)

Career trajectory



“An entrepreneur is someone who jumps off a cliff and builds a plane on the way down.”

Reid Hoffman, co-founder of LinkedIn



Your Path to Admission

Three entry routes, one destination. Choose the track that matches where you are starting from.



Start *Begin. Build. Become.*

Fresh secondary school graduates, JUPEB, IJMB, and A-Levels.



Accelerate *Start. Advance. Pivot.*

Direct Entry (NCE, ND, and NID) and university transfers. Graduate faster: finish in 24 to 36 months depending on experience and previously earned credits.



Advance *Reposition. Reskill. Reinvent.*

For HND holders, third-class graduates, and chartered professionals transitioning into tech-driven fields. Admission by Direct Entry with Credit Transfer and Recognition of Prior Learning (RPL).

Key facts

Duration
4 years

Credential
B.Sc. Degree

Delivery
Hybrid, Hi-Flex

College
College of Business

Entry requirements

- Five O'Level credits including English Language and Mathematics.
 - Subject credits relevant to the chosen program.
 - UTME or Direct Entry qualification where applicable.
 - A working device and a reliable internet connection.
- Students transitioning to a new program must provide their degree credentials.

Tuition and fees

Standard tuition for the B.Sc. Entrepreneurship program is ₦1,800,000 per academic session. Under the 2026/2027 Merit Scholarship, eligible students can receive up to 70% off, reducing fees to ₦540,000 (Start & Accelerate), ₦720,000 (Advance I), or ₦900,000 (Advance II) per session.





Ready to Build the Future?

Apply now and join a program designed for the next generation of founders and changemakers.

Apply now: www.aouniversity.edu.ng



Application QR code

An idea is a blueprint. Ambition is the engine. A degree is the launchpad.

A-Global

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Future Forward 