



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY

Indigenous Entrepreneurship through Apprenticeship: Insights from the Fastest Growing City in the World

GLOBAL NETWORK WEEK June 8-12, 2020

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1. Programme Synopsis and Objectives

This program is designed to expose participants to apprenticeship as a mechanism for large scale business incubation. This programme will also give participants a deep understanding of the indigenous cultural nuances and sharing principle that governs the practice of apprenticeship and its scalability.

A program of this nature is timely as the failure rate of venture-backed start-ups is at an all-time high of 90% globally, whereas the apprenticeship model offers a much higher success rate of 80% for start-ups as it allows for experiential learning before take-off. The course will also explore how to drive innovation in a resource scarce and complex terrain, as well as how social and business impact intermingles to drive optimal profits.

This highly immersive programme will explore the win-win, financially inclusive models that apprenticeship model delivers. Through the experiential trips, which will be organized, participants will have the opportunity gain firsthand experience of how this works among entrepreneurial firms in industries such as logistics, manufacturing, retail and technology. The high point of the trips would be a visit to Alaba Market, which has been described as the largest business incubator platform in the world.

In summary, this program offers participants the following:

- A firsthand experience of replicable apprenticeship models at work in an emerging market context
- A toolkit for crafting and scaling business incubation.
- High-level networking and exchanges with the local business community of the world's fastest growing city of Lagos.
- A deep immersion into the cultural diversity of Lagos, Nigeria.
- Participation in a capstone project for replicating scalable apprenticeship

2. Programme Outline:

The five-day program will explore the following topics and activities:

Day 1 IN LBS: Classroom Sessions on Fundamentals of Apprenticeship: Case discussions, Group work, Industry Panel Sessions

- Legal and Socio political issues for venturing in Nigeria
- The Nigerian Economic Outlook for 2020
- Understanding the Apprenticeship Model.
- Apprenticeship in the Art Market: The Case of Nike Art Gallery
- Apprenticeship in the technology sector: Slot: Building a world class retail giant
- Welcome event with the business community – Guest speaker- Zaron

Day 2: Market Trips to Explore the Apprenticeship Market

- Market visits to - Slot (computer village) and Fashion School
- Nike Art Gallery Group-based reflections after learning trip

Day 3 in LBS: Apprenticeship in Emerging Sectors –Panel sessions

- Apprenticeship in the retail sector: Audon Toys: Putting value first –Paul Orajika-
- Apprenticeship in the creative industry-Kene Okwuosa, MD, Imax filmhouse- +234 708 286 6884
- Apprenticeship in the Transportation sector- Adetayo Bamiduro +234 909 284 2504, tayo@max.ng
- Chinedu Azodoh – 234 818 451 3954, chinedu@max.ng

Day 4: Market and Cultural Trips on Emerging Sectors

- Guided trip to tech start ups and Dangote refinery
- Cultural Visit to the PAU museum
- Watch a Nigerian movie at Imax Filmhouse – Lionheart/Bling Lagos

Day 5: Panel forum, guest CEO session and special lunch event

- Groups will present the preliminary findings from the capstone project to CEOs of the selected companies and industry guests
- Guest CEO event
- Special lunch event
- Award of Certificates
- Social Dinner Party at Bogobiri/Terra Culture/Nike Art Gallery

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3. Pedagogy/Design/Methodology

- Deep immersion into different markets in Nigeria, industry expert sessions, consulting sessions with selected entrepreneurs, , cultural events and experiential learning sessions

4. Core Programme Faculty

Please highlight the relevant expertise of the core faculty.

Faculty	Relevant Expertise
Dr. Henrietta Onwuegbuzie	Entrepreneurship
Prof Pat Utomi	Socio-Political Environment of Business
Prof Fabian Ajogwu	Business Law

COURSE EVALUATION

Grades in this course will be based on two assignments:

1. *Experiential learning reports (5 pages max- A4 sheet, font size 12)- 50 points.*

The report should contain the following:

- *What struck you most from each session*
- *Key learning points*
- *Action points: State if your experience will lead you to think and do things differently or not. Also state what is replicable in your context and how.*

2. *Group presentation of findings and conclusions from capstone project- 50 points.*

The capstone project will be carried out in groups of not more than 5 persons: Come up with a business idea that will solve a problem/meet a need, using a profitable business model that incorporates apprenticeship and is scalable.

READING LIST

PRE-COURSE READING MATERIALS

1. African indigenous apprenticeship system as a tool for financial inclusion and shared prosperity – Technical note by Henrietta Onwuegbuzie

2. Watch latest GNAM video: 5-minute video
3. Watch Lagos through my eyes: see link
4. Retailing in Nigeria, Euromonitor report, 2018
5. Uchenna Uzo , [Ogechi Adeola](#) , Olamide Shittu , [Olutayo Otubanjo](#) , (2018), Common Indigenous Selling Practices in Africa, in Uchenna Uzo , Abel Kinoti Meru (ed.) *Indigenous Management Practices in Africa (Advanced Series in Management, Volume 20)* Emerald Publishing Limited, pp.31 – 45
6. *Indigenous Knowledge as A Global Competitive Advantage and a Significant Source of Non-Oil Export Revenues* –Technical note by Henrietta Onwuegbuzie
7. The LBS Dress Code
8. Cases:
 - a. Auldon Toys-Putting value first
 - b. Nike Davies-Okundaye: Building a family-social enterprise
 - c. Madu: Growing from scratch
 - d. Innoson- Against all odds
 - e. Slot (Nnamdi, CEO will be invited for the panel session.)