



American
Open University
Nigeria

UNDERGRADUATE PROGRAM | COLLEGE OF BUSINESS

Bachelor of Science in Entrepreneurship





Program Info

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.

4 Years

Duration

BSc Degree

Credential

Hybrid

Delivery

AI-Ready

Specialization

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.





Program Objectives

The Bachelor of Science in Entrepreneurship program 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.

Expected Program-Level Outcomes

EDUCATE

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

DEVELOP

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

GROW

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.

EMPOWER

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.



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Program Pathway for B.Sc. Entrepreneurship



Program Pathway for B.Sc. Entrepreneurship

Course Code

Unit

Duration



What You Will Learn

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

1.

Venture Creation and Validation:

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

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.

3.

Marketing and Growth Hacking:

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

4.

Startup Operations and Management:

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





Who You Will Become

Graduates of this program are prepared to be:

Founders and CEOs

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.

EMPLOYMENT LANDSCAPE

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:

Founder, CEO, Product Manager, Innovation Manager, Social Entrepreneur, Consultant.



Ready to Build the Future?

Apply now and join a program designed for the next generation of AI infrastructure leaders.

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