INNOVATION, CREATIVITY AND ENTREPRENEURSHIP
ICE712S

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Agenda

1. Introduction – Tutor
2. Welcoming of students to first Face to Face class
3. Introduction – students
4. The course content
5. Your comments
6. Course Objectives
7. Prescribe Reading
8. Assignments
9. Presentation
10. Case studies – 6 Groups
11. Questions
Welcome
The course content

• An introduction to the unit content
• Unit objectives
• The prescribed readings for the unit
• Additional readings for the units
• Core content of the unit with a variety of learning activities
• Self assessment activities
• The unit’s key words or concepts
Your comments

• Course content and structure
• Course reading materials and resources
• Course assignment
• Course assessments
• Course duration
• Course support (assigned tutors, technical, etc)
• Your constructive feedback will help us to improve and enhance this course
Course Objectives

1. Apply the concept of entrepreneurship to start your own business

2. Search for and develop innovative ideas using different entrepreneurial models

3. Design and evaluate a winning business plan which includes a feasibility report
   - Plan and develop your own business from scratch

4. Research the best idea to venture into surrounding information
   - Structure and manage successful business strategies for your venture
ASSIGNMENTS
FINAL MARK CALCULATION

ASSIGNMENT 1 = 20%
ASSIGNMENT 2 = 25%
TESTS = 30%
BUSINESS SIMULATION = 25%
TOTAL = 100%
DUE DATES FOR ASSIGNMENTS

ASSIGNMENT 1  2016

ASSIGNMENT 2  2016

TESTS

BUSINESS SIMULATION
Prescribe Reading


Additional Reading
Technicalities of Assignments

- Full Name
- Address (Postal)
- Student number
- Course Name (Innovation, Creativity and Entrepreneurship)
- Course Code (ICE711S)
- Correct number of the assignment
Technicalities of Assignments

- Assignment should be neat and take note of language use and grammar
- If you do not submit a typed assignment make sure that your handwriting is legible
- Send Assignment – via e-mail: collassignments@nust.na
INNOVATION, CREATIVITY AND ENTREPRENEURSHIP
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WHAT IS IT ALL ABOUT
INNOVATION, CREATIVITY AND ENTREPRENEURSHIP
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The chain of entrepreneurship
Creativity & innovation are the first stages of successful entrepreneurial initiatives

Creativity
Thinking New Things

Innovation
Doing New Things

Entrepreneurship
Creating value in the marketplace
CREATIVITY, INNOVATION AND ENTREPRENEURS

- **Creativity** is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.

- **Innovation** is the ability to apply creative solutions to those problems and opportunities in order to enhance people’s lives or to enrich society.

- **Entrepreneurship** is the result of a disciplined, systematic process of applying creativity and innovation to needs and opportunities in the marketplace.

- **Entrepreneurs** are those who marry their creative ideas with the purposeful action and structure of a business.

Researchers believe that entrepreneurs succeed by thinking and doing new things or old things in new ways.
INNOVATION, CREATIVITY AND ENTREPRENEURSHIP
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innovation definition

in·no·va·tion  (i·naˈvā·shan)

noun

1. the act or process of innovating
2. something newly introduced; new method, custom, device, etc.

Related Forms:
innovational (inˈno·vaˈtional) adjective
INNOVATION

Come out of your comfort zone

Lay the foundation of your idea

Shun (avoid) the fear of failure
Creativity

[kree-ey-tiv-i-tee]

n. the state or quality of being creative. The ability to transcend traditional ideas and to create meaningful new ideas.
"Creativity is a function of leadership..."

Quotes: Creativity and Innovation in the Workplace
An essential aspect of creativity is not being afraid to fail.

Edwin Land
Meaning of entrepreneur

• An entrepreneur is a person who has already started or is in the process of starting an enterprise.

Definition

• Joseph Schumpeter
  "Entrepreneur is an innovator who brings economic development through new combinations of factors of production".
NAMIBIA

- Namibia has its own history of successful entrepreneurs, some of whom emerged even before Namibia achieved independence.

- Frans Aupa Indongo was an entrepreneur long before he ever became 'the most successful businessman in Namibia' as Gamsberg MacMillan described him in its 2005 book.

- Despite the apartheid regime that levelled seemingly insurmountable obstacles against black entrepreneurs, Indongo started a small brick-making business in the 1950s.
Like most successful entrepreneurs, Indongo systematically parlayed his profits from one enterprise into another until he had a diversified portfolio of businesses ranging from supermarkets to fishing companies.

Frans Indongo's story is not a 'get rich quick scheme'; his success is the consequence of years of hard work and determination that has resulted in the employment of well over 1 000 Namibians.
NAMIBIAN - WOMEN

- Wise political leaders and economic managers understand the value of supporting entrepreneurship.
- They know that even the most daring risk takers need confidence that the merit of their ideas and effort will affect the profitability of their products and services.
- They know that young entrepreneurs are often women and others traditionally outside the economic mainstream of their countries.
- They know that these entrepreneurs often have strong ties to their communities and make civic contributions such as promoting education, supporting charitable organisations, upgrading local infrastructure, advocating environmental protections or encouraging responsible stewardship of natural resources.
- A new wave of Namibian entrepreneurs is emerging and increasingly women are at the forefront.
WOMEN

- Twapewa Kadhikwa launched her first hair salon in 2002 and has since opened several other beauty shops and a training academy.

- Undeterred by the likes of major international brands, Pewa (as she and her products are known) created the first genuinely Namibian manufactured cosmetic line.

- Pewa's hair and skin products use locally sourced raw materials. This provides jobs for local growers and potentially reduces each product's carbon footprint since the ingredients do not have to travel half way round the globe.

- Last year 2015, she branched out even further, while maintaining her local roots, by opening Xwama Cultural Village - one of Katutura's newest tourist destinations.

- Vision 2030 rightfully acknowledges the tremendous role that entrepreneurs play, and will play, in Namibia's development.
Frans Indongo and Pewa Kadhikwa demonstrate that the spirit of entrepreneurship is alive and well in Namibia.

Their ventures create jobs for Namibians today and they serve as an inspiration for future generations.

To make Vision 2030 a reality, Namibia needs more Aupas and Pewas.

Globally, as we apply the lessons learned from the economic downturn and restart the engines of growth, we will need to turn to the entrepreneurs in our societies and unleash the potential created by their own experiences with both success and failure.

Global Entrepreneurship Week gives us the chance to assess where we are and to move ahead and make this potential into reality.

For more information about Global Entrepreneurship Week go to: HYPERLINK 'http://www.unleashingideas.org' http://www.unleashingideas.org
Nature and Development of Entrepreneurship

1.1 The Economic impetus of Entrepreneurship
✓ Economic development of any country can be directly attributed to the level of entrepreneurial activity (Schumpeter 1934; Bird 1989)

1.2 The Development of Entrepreneurship theory
✓ Economist associate entrepreneurs with innovation, whereas behaviourists have concentrated on the creative and intuitive characteristics of entrepreneurs

1.3 Defining entrepreneurship, the entrepreneur, small business and entrepreneurial ventures
✓ Entrepreneurship
✓ Entrepreneur
✓ A Small business
✓ Entrepreneurial ventures
A model of entrepreneurial development
Nature and Development of Entrepreneurship

1.4 A model of entrepreneurial development

✓ Entrepreneurial Orientation
  ❖ Culture
  ❖ Family and Role models
  ❖ Education
  ❖ Work Experience
  ❖ Personal Orientation

Question
What determine and entrepreneurial orientation?
Nature and Development of Entrepreneurship

1.5 The domains of Entrepreneurship, management and leadership

✓ Entrepreneurial function include
  ❖ Innovative thinking and identification of opportunities
  ❖ Planning and establishment and/or growth of the business
  ❖ Application of resource

✓ Managerial function include
  ❖ Planning
  ❖ Organising
  ❖ Leading and Control
Nature and Development of Entrepreneurship

1.6 Success factors of Entrepreneur

✓ Entrepreneurial success factors
  ❖ Creativity and innovation
  ❖ Risk orientation
  ❖ Leadership
  ❖ Good human relations
  ❖ Positive attitude
  ❖ Perseverance
  ❖ Commitment
Nature and Development of Entrepreneurship

1.6 Success factors of Entrepreneur

✓ Managerial Success factors
  ❖ Planning
  ❖ Knowledge
  ❖ Mainly market oriented
  ❖ Client service
  ❖ Highly quality
  ❖ Financial insight
  ❖ Knowledge and skills
  ❖ The use of experts
2. The Entrepreneur

2.1 The levels of Entrepreneurs

- Basic survivalist
- Pre-entrepreneurs
- Subsistence entrepreneurs
- Micro entrepreneurs
- Small scale entrepreneurs
2. The Entrepreneur

2.2 Background and characteristics of entrepreneurs

✓ Background
  ❖ Childhood family environment
  ❖ Lack of education
  ❖ Personal values
  ❖ The age
  ❖ Work experience
2. The Entrepreneur

2.2 Background and characteristics of entrepreneurs

✓ Characteristics

- Passion
- Locus of control
- Need for independence
- Need for achievement
- Risk taking and uncertainty
- Creativity and innovation
- Determination and persistence
2. The Entrepreneur

2.3 Role models and support systems

✓ Business Women’s Association
✓ Entrepreneurial networking
  ❖ Social network
  ❖ Personal network
  ❖ Extended networks
  ❖ Other

[Image of a globe and boxes, possibly indicating international trade or supply chain]
2. The Entrepreneur

2.3 Role models and support systems

✓ **Business Women’s Association**
✓ **Networks have number of benefits**
  - Group or joint marketing of product
  - Group or joint buying of input material and services
  - Joint tendering or bidding on contracts
  - Sharing of information on new markets and opportunities
  - Sharing of containers when exporting
  - Using members of the network as suppliers or distributors
  - Getting advice and information from members of the network who can play a mentoring or supportive role to newer business
2. The Entrepreneur

2.4 Push and pull factors:

✓ Push factors
  ❖ Unemployment
  ❖ Job insecurity
  ❖ Disagreement with management, career limitation and setbacks
  ❖ Not fitting in with the organisation or the inability to pursue personal innovation in a conventional job
  ❖ Limitations of financial rewards from conventional jobs
  ❖ Having no other options

✓ Pull factors
2. The Entrepreneur

2.4 Push and pull factors:

✓ Pull factors
  ❖ Independence
  ❖ Achievement
  ❖ Personal development
  ❖ Personal wealth
2. The Entrepreneur

2.5 Challenges facing entrepreneur and SMMEs in Namibia

✓ Access to start – up and expansion finance
✓ Access to market
✓ Access to appropriate technology
✓ Access to resources
2. The Entrepreneur

2.6 Women and emerging entrepreneur

✓ Types of female Entrepreneur

- Traditional female business owners
- Innovative female business owners
- Domestic female business owners
- Radical female business owners
2. The Entrepreneur

2.6 Women and emerging entrepreneur

✔ Barriers facing female Entrepreneur

- Access to financial resources
- Lack of support
- Balancing business and family responsibility
- Negative prevailing socio cultural attitude
- Gender discrimination and bias
- Lack of training and education
- Personal difficulties
2. The Entrepreneur

2.7 New labels for Entrepreneurship

✔ Survivalist and micro enterprises

- Mostly from rural areas
- No running water and electricity
- Most diversified sector of the economy
- The level of formal education is very low
- Economic activities are very low
- Demographically, it is the most impoverished environment
- Live in shacks and mud houses
2. The Entrepreneur

2.9 Entrepreneurs vs inventors

✓ **A general misconception** - Entrepreneurs and inventors are the same or are related and that they undertake the same activities.

✓ The inventor is someone who has developed an innovation
✓ Inventor lacks skills of selling
✓ The entrepreneur takes over and starts a new business venture
✓ The entrepreneur needs a relatively high level creativity combined with considerable management skills
✓ An inventor differs as he is highly creative, but relatively few management skills
CASE STUDY

1. In the modern society there should be a favourable climate to enter any market, discuss Finance and Training and Development as the two most important services that should be available for any entrepreneur to start an entrepreneurial venture.
2. Oupa Indongo became successful because he had certain skills which enable him to manage his venture successful, discuss his knowledge about financial insight and management as well as his inclination to be mainly market oriented in making the venture grew where it is today.
3. **The venture caters for needs that certain customers deem to be important and therefore Oupa Indongo thought it would be sustainable,** discuss the attractiveness of this market which is determined by the market structure, market size, market capacity, market share and cost structure.
Case Study

• The development of entrepreneurship

(1) What entrepreneurial orientation does Brozin exhibit?

(2) List Brozin’s entrepreneurial, leadership and managerial characteristics.
Case Study

• Discuss the reasons why entrepreneurship can be seen as a catalyst for economic activity.
Case Study

• What factors can result in an opportunity?
Case Study

• **Finding opportunities**
• Discuss why it is necessary for the entrepreneur to screen opportunities.
QUESTIONS?