

CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

GUEST LECTURER'S BIOGRAPHY



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DELIVERY DATE



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ENTREPRENEURSHIP: AFRICA IN CONTEXT

AFRICA

- **Population in year 2023: 1.4 billion (Gambia 2.6million; Senegal 16.8million)**
- **GDP \$3.1 Trillion (Gambia \$2.2billion; Senegal \$31.1billion)**
- **Labor force participation 62.3% (Gambia 61%; Senegal 54%)**
- **Unemployment Rate 7.7% (Gambia 4.7%; Senegal 3.4%)**
- **22% of the working age starts business**
- **Start-up founders & co-founders by gender (Female 15%; Male 85%)**
- **Start-up founders & co-founders in West Africa by gender (9.8%; Male 90.2%)**

OVERVIEW



Definitions

- **Creativity:** Thinking of something new and useful
- **Innovation:** Transform ideas into products & services
- **Entrepreneurship:** Create, develop, and manage a new business

Theories of Creativity & Innovation

Threshold: Intellect is needed but not adequate for creative achievements

Psychoanalytic: Unconscious drive

Behavioral: Reinforced behavior

Cognitive: A way of thinking

Humanistic: A state of being

Components of creativity & innovation

INTERNAL

EXTERNAL

Expertise

Resources

Imagination

Culture

Attitude

Behavior

FEATURES AND SOURCES

1. CREATIVITY:

- Rationality (i.e., learning, thinking etc.)
- Novelty (i.e., new, unique etc.)
- Developmental (i.e., useful & productive)

2. INNOVATION

- Implementable (i.e., make happen)
- Materiality (i.e., practical)
- Tangibility (i.e., seeable, and touchable)

3. ENTREPRENEURSHIP

Purposeful (i.e., new ideas, methods, techniques)

Systematic (i.e., incremental & deliberate)

Market (product and services to customers)

Risk Taking (difficult, willingness, chance)



Process of Creativity and Innovation

PROCESS				
ACTIVITY	Step 1	Step 2	Step 3	Step 4
Creativity	Preparation (Study)	Incubation (give time to contemplate)	Illumination (Emergence of idea)	Verification (evaluate, analyze & build)
Innovation	Ideas (thought like construct)	Concept (planned ideas)	Solution (develop, prototype & test)	Market (Get it to customers)
Entrepreneurship	Ideation (generate and refine ideas)	Execution (turn plans into action)	Growth (grow operations, markets)	Manage (improve the business)



Summary

- **Entrepreneurship: Africa in Context**
- **Overview: creativity, innovation & entrepreneurship**
- **Components of creativity and innovation**
- **Features and sources of creativity and innovation**
- **Process of creativity and innovation**



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Thank you

COURSE LECTURER: Lang Sanyang

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