



Covenant University Newsflash

A weekly update of News and Events in Covenant University April 13-17, 2015

CU GRADUATE GOES GLOBAL WITH FASHION



Eseoghene Ise Odiete

know back then in school, I already had a flair for fashion and I wanted to do something that would promote Africa. I had this consciousness in me that it was a deliberate waste of time for people to think they can only get good quality abroad, when they can here. I had this dream of making 'Made in Nigeria' stuffs that can actually compete with international goods”.

Relating her experience as a graduate of Mass Communication from Covenant University, Odiete added that the experience gotten in her undergraduate days gave her an edge in the running of her fashion outfit.

“My background in communication is actually helping me in my business presentation. Sometimes, I am invited to

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Award winning female fashion entrepreneur and the brain behind Hesity Designs, Eseoghene Ise Odiete, is on a creative lane for her ingenuity with African accessories after winning the maiden

edition of the “Enterprise Challenge” organized by the British Council in partnership with Virgin Atlantic.

According to her, “It is God. I don't know what happened but I

PRODUCT DEVELOPMENT, AN AVENUE FOR SUSTAINABILITY

The students of the Department of Chemistry have been advised to have a good understanding of customer needs and wants, the competitive environment and the nature of the market. These factors are highly required for the success of a new product, better satisfaction of customer requirements, increase in market share of new products as well as the future success of an organization.

The Guest Speaker, Research and Development Manager of International Distillery, Ota, Mr Abayomi Pedro, in his presentation titled, “New Product Development: Research and Development Perspective”, said the development of a new product can be visualized from the concept of the known to the unknown and vice versa. This was said at a Departmental Seminar held at the College of Science and Technology Digital Studio.

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LEADERSHIP, A PRODUCT OF SELF DISCOVERY

Leadership is not a set of genetic characteristics but rather the result of the lifelong processes of self-discovery”-Warren Bennis

This was quoted by the Dean, College of Leadership Development Studies (CLDS), Professor Aize Obayan, in her presentation at the first College of Leadership Development Studies Seminar Series titled “Navigating the Labyrinths of Leadership”, held on Tuesday 31 March 2015, at the Centre for Entrepreneurial Development Studies Multi-Purpose Hall.

Professor Obayan, who was also the Guest Speaker, described leadership to

be innate, involving more of self-discovery. She said, “Leadership is caught and not taught. It is not about positions, or occupying a seat but leading in a good direction”.

In understanding what leadership entails, Professor Aize Obayan said leadership is about a positive influence that inspires people's response to achieve a desired goal. “Leaders are basically people who inspire hope even when things are tough. They are, however, never in denial,” she stated

Furthermore, the speaker also associated leadership with having a deep understanding of an

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LEADERSHIP, A PRODUCT OF SELF DISCOVERY

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Professor Aize Obayan

organization's structure, purpose, roles and functions of officers and offices, which serves as an essential tool for competency.

“Organization is the process of putting things and people in the right places to produce desired results, clarity and to organize strength,” she said. Prof. Obayan also observed that innovation serves as a factor of leadership that requires constant improvement, openness to suggestions and handling ideas. In her words, “No leader has all the answers; there must be a willingness

to experiment and be progressive.”

Addressing the different misconceptions of leadership, Professor Obayan said the meaning and perception of leadership is overused, accentuating that leaders are not commanders who impose on subordinates.

Concluding her presentation, she termed leadership as a continuous learning process of development. Using the words of Eric Hoffer to buttress her point, she said, “Learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists”.

The Deputy Dean, School of Leadership Development, Professor Chris Awonuga, in his closing remarks, urged the audience at the seminar to identify their leadership traits and develop them.

In attendance, were the Faculty, Staff and Students of the College.

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make an impromptu speech as a young entrepreneur in conferences and seminars. So, all those experiences actually helped me,” she said.

Furthermore, admitting her regular involvement in the Skill Acquisition and Entrepreneurship Development (SAED) organized by the National Youth Service Corps (NYSC). The young entrepreneur advised graduates not to wait for the government to create jobs but rather maximize opportunities by starting small.

In her words, “Graduates, don't wait for the government to create jobs. Start something with your hands and maximize opportunities provided by the National Youth Service Corps (NYSC) through the Skill Acquisition and Entrepreneurship Development (SAED). It is a great opportunity, so train in SAED and start something, no matter how little.

“I was a regular person until recently when the 'Enterprise Challenge' opened a wider door for me. You don't know when a big competition as this will show up and you could be the winner”, she added.

PRODUCT DEVELOPMENT, AN AVENUE FOR SUSTAINABILITY

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In his words, “to produce or develop new products starts from the concept of what one knows and vice versa”. The guest speaker also added that product development provides knowledge of current opportunities and helps in improvement of a present product and product modification that involves repackaging.

Furthermore, explaining the stages involved, Mr Pedro said “Product development moves from a conceived idea to idea screening and then to business analysis. Also, extensive testing periods, product attributes, evaluation, and site testing that require taking the product to consumers for evaluation and reactions, are the last stages of product development”.

In addition, the speaker said that plan and control of product development are associated with marketing that identify possible changes and gives room for innovation. “Introduction of a new product is important to the success of any organization. It create an avenue for a



Guest Speaker, Mr. Abayomi Pedro at the Seminar

higher profit margin. It also helps in repositioning and staying ahead of competition,” he said.

Mr. Pedro added, “Proper handling with positioning and monitoring of new product should be enhanced. Questionnaires should also be administered, to access consumers responses, accompanied with facts and figures”. He concluded

his presentation by urging the students to apply school knowledge when finally on the field to remain relevant in the industry.

In his remarks, the Head, Department of Chemistry, Dr. Kolawole Ajanaku, stated that the main objective of the programme was to interact with individuals who are making impact in the industries and to enhance the practical knowledge of the students.