



Covenant University Newsflash

A weekly update of News and Events in Covenant University February 2-6, 2015

President Jonathan Commends Covenant University's Proprietor-base

Nigerian President, Dr. Goodluck Jonathan, has commended the Proprietor-base of Covenant University for the astute leadership brought to bear on the tertiary institutions it established. The President made the commendation on Sunday, January 25, 2015, when he worshiped at the Faith Tabernacle, Canaan Land, Ota.

In his address to worshipers, President Jonathan thanked the Chancellor of Covenant University, Dr. David Oyedepo, for his commitment to quality upbringing of young people, as evident in the establishment of two universities, Covenant University and Landmark University, by his church. According to him, "I know that establishing two universities that are doing very well is not an easy feat."

President Jonathan stated that education is a vital key for liberating people from whatever situation that would



Chancellor, Dr. Oyedepo (Middle) with President Jonathan during the visit

have held them captive. "If I didn't go to school, I do not think I would have been here with you. So, my emphasis has always been that for you to liberate people, you must create opportunities and platforms for them to be educated,

and this church has been doing wonderfully well in that regard," he enthused.

Dr. Jonathan, who holds a Ph.D in Zoology, appealed to Covenant University's Proprietor-base and the entire congregation to continually do what they have been doing over the years, which is praying for the well-being of the nation

and a successful election, come February this year.

He said though there were negative predictions ahead of the 2015 polls, God

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Covenant University sets the pace for 2015 General Election

In view of Nigeria's countdown to her 2015 general election, the Department of Mass Communication of Covenant University has organized a Consultative Meeting of Communication Scholars and Practitioners on the topic "The 2015 General and Presidential Elections and National Security Issues." The meeting involved both external and internal participants and it took place at the University's Guest House.

The convener of the consultative

meeting, Professor Cecil Blake, said that the objective of the meeting was to address issues relating to the reportage of the 2015 election campaign and the insurgency underway in the country.

Prof. Blake stated that the purpose of the meeting was for communication scholars and professionals to launch a process of developing a platform that would contribute to the expansion of strategies and tactics developed and deployed by authorities to preempt conflicts, and to promote dialogue and social cohesion.

In his remarks, the Vice Chancellor, Prof. Charles Ayo, said the meeting was organized to reshape the destiny of the country in the forthcoming election. In his words, "This will hopefully play a major role in improving the existing security

situation in the country before, during and after the election."

After the general session, participants held a brainstorming session in two groups, and they concluded their deliberation with the position that stakeholders in the media industry should ensure strict adherence to the existing professional codes of journalism in the coverage of the general election.

While discussing the security concerns of journalist, the forum emphasized that the government should take responsibility for the protection of the lives and properties of people. It was further stated that both the government and media owners must make journalists' welfare and safety top priority.

In addition, media owners were urged to increase their investment in the industry. Participants also recommended enhanced training for communication practitioners in covering the election and insurgency.

The forum encouraged a positive view of true African perspective on issues and events while also appealing for a wider deliberation on national issues with specific reference to conflict resolution. Appeal was also made to regulatory bodies, professional organizations

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Vice-Chancellor with the Communication Scholars and Practitioners

Capacity Building: CEDS Trains the Trainers

Every organization is distinguished by her unique manpower and their honourable qualities”, says the Registrar, Covenant University, Dr Olumuyiwa Oludayo, while speaking on the University's Core Values and objectives at a seminar organized by the Centre for Entrepreneurial Development Study (CEDS).

The seminar, which had “Capacity Building Programme on Entrepreneurial Education” as its theme, was held on Wednesday, January 28, 2015.

Dr Oludayo, who spoke as a Facilitator at the seminar, took time to expound the Core Values of Covenant University, what the University stands for and what guides the conduct of every staff and student. He presented them in the acronym SIMCARDS- Spirituality, Integrity, Possibility Mentality, Capacity building, Responsibility, Diligence and Sacrifice. He said the trainers have a role to play in making sure that they bring the best out of every student they teach.

According to him, “Values are highly held principles for conducting activities. They are cherished belief systems that inform steps taken in any organizational engagement”.

Another Facilitator, a former Director of the Centre, Dr Oluremi Abimbola, gave a lecture on the topic “Understanding the Concepts of Entrepreneurship/ Intrapreneurship.”

Dr Abimbola said entrepreneurial practice plays a major role in empowering the disadvantaged segment of the population. He added that, “it is a means of employment generation, job and old age security, stimulation of economic growth and replacement of crumbling

state-owned enterprises”.

He stated further that the study of entrepreneurship in the higher education context is of utmost importance due to a very competitive labour market and fewer opening in industries.

“Entrepreneurship education programme should not place the



Dr. Olumuyiwa Oludayo making his presentation

students in the role of passive learner. The student should be involved in activities, researches, investigations, planning, and the hunt for opportunities and new ideas”, he said.

Also speaking at the event, Dr Omotayo Adegbuyi, in his presentation titled “Effective ways of Marketing your Business Online and Offline,” asserted that, “An organization's success will depend largely on its ability to continuously generate intelligence about its customers' needs and disseminate the information generated with a view to respond satisfactorily to

such needs”.

He said marketing plays important roles for the benefit of the society it serves, such as: acceleration of economic growth, economic resuscitation and business turn-around, improvement of product quality and provision of job opportunities, among others.

Dr Adegbuyi, who is also a former Director of the Centre, spoke extensively on how to determine the target market for products and also on how marketing can be effectively carried out both offline and online. “It is only when consumers' needs are properly identified and satisfied that marketing the process is completed”, he said.

In her introduction of the theme, the Director, Centre for Entrepreneurial Development Study (CEDS), Dr Chinonye Moses said the programme was organized to get everyone familiarized with Covenant University Core Values as they relate to the entrepreneurship programme being run by the institution.

She said the purpose for the seminar came after thorough analysis and it was discovered that the connection between the Centre's activities and the University's objectives needs to be stronger. Therefore, there was need for clarification, harmonization, sanitization, education and most importantly to re-emphasize the Covenant University Core Values.

According to the Director, the Centre is committed to empowering Covenant University undergraduates and developing entrepreneurial skills, spirit and knowledge in them in line with its Vision and Mission.

She enjoined all participants to be actively involved in the seminar so that they could empower the students and the entire world

Covenant University sets the pace for 2015 general election

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and media bodies to ensure the immediate dissemination of the media codes of election coverage.

Participants concluded that media owners should actively facilitate the implementation of the principles of fairness, objectivity, balance, and transparency, while also avoiding hate speeches in the coverage of the election. It was also emphasized that journalists must verify information accessed from any social media source.

Communication scholars and professionals represented at the consultative meeting include, The African Council for Communication Education (ACCE), The Association of Communication Scholars and Professionals of Nigeria (ACSPN) and The National Union of Journalist (NUJ).

President Jonathan Commends Covenant University's Proprietor-base

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President Goodluck Jonathan making his remarks during the visit

would make Nigerians go through the season with joy and good reports. He predicted a peaceful elections and steady growth for the nation.

The presiding Bishop, Dr. David Oyedepo, led the congregation in prayer for the smooth conduct of the general elections and triumph for the government over every challenge the nation is currently undergoing.

Dr. Oyedepo said that believers owe their leaders the duty to constantly pray for them because that is what God expects of them, so that peace, harmony and development can be entrenched in every facet of their