



Covenant University Newsflash

A weekly update of News and Events in Covenant University October 9-13, 2017

ESVARBON Lauds Covenant on Estate Management Programme



Officials of Esvabon

The Estate Surveyors and Valuers Registration Board of Nigeria (ESVARBON) has commended Covenant University on the provisions made for the running of the Estate Management programme offered by the University.

ESVARBON has among its responsibilities, determining what

standards of knowledge and skill are to be attained by persons seeking to become registered as estate surveyors and valuers, and reviewing such standards from time to time for the purpose of raising them.

Presenting its interim report to the Management of Covenant University at the conclusion of its accreditation visit to the Department of Estate Management on Tuesday, October 10, 2017, the Team Leader of ESVARBON's four-man Accreditation Panel, Dr. Joe Onyike, scored the

University very high in the various aspects of the exercise.

He said that following interactions with staff and students, examination of curriculum and examiners' reports, and the inspection of facilities for Estate Management, the ESVARBON team observed that generally, students complied with the Board's entry requirements; that the academic curriculum is good and conform with the Board's prescription; question papers and marking schemes for the last three sessions were satisfactory; and that external examiners were academically and professionally qualified.

Also, the team described as commendable the Students Industrial Work Experience Scheme (SIWES) in the Department of Estate Management, the

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Expert Guides Upcoming Professionals on Rudiments of Target Marketing

While cost efficiency, appropriateness in marketing efforts, profitability, time saving, effective marketing and sales endeavours are key benefits of target marketing, it is however expected that every marketing venture will always consider critical factors like quality of sales or marketing personnel, the market segmentation and the most effective strategies to employ towards making a success of such venture.

A marketing expert, Mr. Kingsley Chidi Okere, made the above assertion on Friday, September 29, 2017, at the Town and Gown seminar of Department, Business Management, Covenant

University, where he was the Guest Speaker.

Delivering a lecture titled, 'Understanding the Role of Effective Target Marketing in any Marketing Venture', Mr. Okere, who is the Managing Director/CEO Kemsli's Pragmatic Ltd, said that every marketing effort must be geared towards addressing the underlying marketing questions like: what are the overall marketing objectives as it relates to creating more awareness, having a dominant or sustaining existing market share and, achieving brand loyalty from existing customer base?



Marketing Expert, Mr. Kingsley Chidi Okere, making his presentation

The seasoned sales and marketing executive posited that the 21st century marketer, in order to optimize his marketing expedition, must of necessity think both as the business owner, that is going about marketing with an entrepreneurial mindset, and as a

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Expert Charges Students on Financial Discipline, Building Investment Portfolios

Students have been charged to embrace personal finance management and effective budgeting, become more entrepreneurial-minded and do away with unsustainable lifestyles, as failure to do so could lead to living a life of penury.

This was the thrust of a presentation made on Thursday, October 5, 2017, by the Group Head, Asset Management, Growth and Development Asset Management Limited (GDL), Mr. Henry Ogbuaku, at the Town and Gown seminar of the Department of Banking and Finance, Covenant University.

Speaking on the topic, 'Personal Finance Notes for Millennials', Mr. Ogbuaku advised the students that when income increases it is not a period to embark on unnecessary travels, shopping, and indebtedness, but extra income should be channeled towards savings and investments.

Mr. Ogbuaku posited that to see dreams become reality, there is need to plan in advance and make your money work for you. According to him, "Wealth is not built by making more money, but by spending less. If you cannot fund your current lifestyle, you need to change your lifestyle". He said that the development of the Asian Tiger

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Azureus Seeks to Partner Covenant University on EDS Learning Application

Azureus Limited, a firm with homegrown digital solution to problems in the economy, has proposed a partnership with Covenant University on the creation of an application called 'EDS Digital', through which students and other people outside the University can have access to knowledge about entrepreneurship on their mobile phones, ipads or tablets, without any stress and at minimal cost.

Unveiling plans for the creation of the application to the Management of Covenant University on Friday, October 13, 2017, a Co-Founder of Azureus Limited, Mr. Emeka Mba, said that currently, delivering lectures on Entrepreneurial Development Studies (EDS) is a logistical exercise with over 1000 students per class.

Large number of students, he added, had made EDS a bit diluted, while facilitators had expressed concern.

Mr. Mba, an alumnus of Covenant University, said that having resolved to reduce the barriers to entrepreneurial thinking, Azureus came up with EDS Digital, with which his organization hopes to inspire people to learn, foster collaboration and engagement among students and facilitators; use it as a tool for evaluation; and preserve the inspirational, practical and collaborative nature of the programme.

Highlighting the benefits of the app, the Azureus co-founder said that it helps in easy administration and monitoring of students' progress, encourages



Co-Founder, Azureus Nigeria Ltd.
Mr Emeka Mba, making his presentation

African continent.

Situating the proposal by Azureus, the Director, Centre for Entrepreneurial Development Studies, Dr. Stephen Oluwatobi, said that the CEDS take classes that are very large and had been thinking about how to transfer knowledge to make learning easy in large classes. He posited that the idea of an application as a tool could address the challenges being faced at the CEDS. ■

Expert Charges Students on Financial Discipline, Building Investment Portfolios *Contd. from Pg 1*

countries was as a result of the entrepreneurial spirit of the people.

While encouraging the students to develop a savings culture to secure the future they desire, the Guest Speaker noted that poverty, to the current

generation, is due to their tendencies to spend and not save. "Failure to save at least 10% of your income or allowance every month so you never have to be cash strapped during rainy days," he emphasized.

The renowned risk and asset manager averred that debt easily leads to financial ruin and to avoid it, millennials must avoid borrowing to fund lavish lifestyle, clear off existing debt especially those with high interest rates, and ensure that indebtedness should only be entertained when the risk adjusted investment return is significantly higher than the cost of borrowing.

On starting a virile investment

portfolio, Mr. Ogbuaku said that students must become conscious that investing is not about predicting, but securing the future, investing in only assets that they understand, researching well before investing and getting help from reliable investment advisers.

He concluded by stating that risk in all forms should be managed, not avoided, adding that the fear of risk should not impede anyone from investing, rather it should increase one's cautiousness when choosing investments. He stressed that investing is risky and the stock market is volatile, yet the Nigerian stock market has grown at an average of 40% in the last 20 years, with Treasury Bills offering 19% yield today and 10-year bonds offering 16.5% returns. ■



Henry Ogbuaku at Banking and Finance Town and Gown

ESVARBON Lauds Covenant on Estate Management Programme *Contd. from Pg 1*

staff/students ratio, staff development, Information Communication facilities, the Central Library, and the existence of a departmental body.

While stating that ESVARBON, as a professional body, was partnering with Covenant University to lay a solid foundation for future professionals, Dr. Onyike expressed profound gratitude to the Management, faculty and students of the University for the warm reception accorded his team. He added that the

Board will in due course communicate the full report of the exercise to the University. ■

Expert Guides Upcoming Professionals on Rudiments of Target Marketing

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professional. According to him, "Every business owner wants to achieve sales that will bring about profit, while it is expected that the professional will be committed to, ethically, delivering satisfactory value that will add to the bottom line of the company".

He advised the audience that, there is a professional dimension that

must be taken to heart in order to make a success in the business of marketing. This includes having knowledge of the local and global economies, understanding the industry, knowledge of product and customers, initiative and creativity towards unveiling new solutions amongst others.

The guest speaker averred that there was a value dimension to support effectiveness in target marketing. These values range from passion, hard work, ownership mentality, commitment, integrity, teamwork, optimism, target driven and positive aggressiveness in attaining the overall goals of a marketing campaign. ■