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ASCENDING OUTLOOK

A Magazine for Ascending College

Ascending Outlook 2016

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A LEVEL EXPERIENCE IS GERMAINE TO SCHOLARSHIP AT THE INTERNATIONAL LEVEL. INTERESTINGLY, CAMBRIDGE A LEVEL USES THE SAME SYLLABUS FOR STUDENTS WHO TAKE THE EXAMINATIONS, REGARDLESS OF THEIR COUNTRY, CULTURE, RELIGION OR LANGUAGE.



INSIDE THE OUTLOOK

367 Students

As an index of our passion for the academic and professional uplift of young minds, we now run, in addition to the Cambridge A level, the Joint Universities Preliminary Examinations Board (JUPEB) programme

Olasupo Akintunde
Editor-in-Chief

7983 Alumni

Your fulfilment in life will come by how well you end your freedom. By the time you hit your 30s, you will realize that your primary mission in life is to be really good at making commitments.

James Adeleye Adeosun
MD Ascending College

13years Experience

...Categorically speaking, Ascending College is my alma mater. While I was here for my Alevel programme, I was taught to analyse, evaluate and apply knowledge acquired on issues, in order to strategically interpret and communicate. Due to this upbringing, I was able to

Ayodeji Michael Arowolo
(Oct/Nov 2010/2011)

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SPEECH MD'S

*Delivered at the Cambridge A Level Graduation
Ceremony of August 31, 2016*

**ADEOSHUN J.
ADELEYE**

**B.Sc (UI) M.Ed, MBA, (WALES, UK)
M.D. ASCENDING COLLEGE**

MAKING A LIFE COMMITMENT

I will start by giving kudos to proud daddies and happy mothers. What else can make parent proud than the joy of their wards' successful completion of their pursuit. Let me briefly appreciate the unique qualities in our parents with the letter A-D.

A - Acceptance of Parental role to go the extra mile

B - Belief we have in our children

C - Commitment of mind time, money, prayers and advice

D - Decision not to give up but to move forward.

My young graduands, let's speak the truth to ourselves. Grade A in Cambridge does not mean grade A in life. At each stage of our life, our grades keep changing. You cannot re-write the past, but you can rebuild today to correct the error or failure of the past.

You need to maintain excellence in academics and morals and keep other variables constant to sustain life's grade A, other variables like friends, family, finance and folly.

Life is not $2 + 2 = 4$, at times $2 + 2 = 2$, at times $2 + 2 = 0$, at times 6, even 100.

Every young mind need to prepare for the unexpected. Some of you will gain admission into universities in Nigeria and abroad within few months.

Some may hit the wall and be asked to try again later. Whatever your case, one thing is certain

about life; "Constant effort, prayer and focus will get you there".

We are not a society that nurtures commitment-making. We live in a culture that puts a lot of emphasis on individual liberty and freedom of choice. We live in a society filled with decommitment devices. Whatsapp, 2Go, Facebook, Instagram, Reddit; the entire Internet is commanding you to sample one thing after another. Our phones are always beckoning us to shift our attention span. If you can't focus your attention for 30 seconds, how can you make a commitment for life?

But your fulfillment in life will not come from how well you explore your freedom and keep your options open. That's the path to a frazzled, scattered life in which you try to please everyone and end up pleasing no one.

Your fulfilment in life will come by how well you end your freedom. By the time you hit your 30s, you will realize that your primary mission in life is to be really good at making commitments.

Making commitments sounds intimidating, but it's not. Making a commitment simply means falling in love with something, and then building a structure of behaviour around it that will carry you through when your love falters.

When you make a commitment to something you truly love, whether it's a spouse, a job, a company, or a school, it won't feel like you are putting on an uncomfortable lobster shell. It will feel like you are taking off the shell and becoming the shape you were meant to be.

When you're making a commitment, you won't be paralyzed by self-focus because you'll have something besides yourself to think about.

Another piece of advice I will give you is work hard. Work hard. Be the hardest working person you know. Because if you're not, someone else will be. **And you can't control how smart you are, how funny you are, how good-looking you are. The one thing you can control in your life is how hard you work. Make it a thing that people say about you, you know, "Man, he's ugly, but he sure works hard."**

If you've got the lazy gene, you're in trouble, because there is, literally, no successful person in history whom people looked back on and said, "Yeah, she was a really amazing person, accomplished so much, super lazy."

It doesn't mean you have to be obsessive type A maniac, because for 8 hours a day you can just pretend that you are and then you can go home and be as lazy as you want. Work hard. Finally, I will like to end this speech with a quote from David Brooks "Success leads to the greatest failure, which is arrogance and pride. Failure can lead to the greatest success, which is humility and learning. In order to fulfill yourself, you have to forget yourself. In order to find yourself, you have to lose yourself."



Akintunde A. Olasupo

EDITOR'S WELCOME

EDITOR'S WELCOME

Welcome to the fourth edition of our Ascending Outlook magazine. We hope you enjoy every bit of what has been put together in this issue.

Presently, our College is undergoing a paradigm shift in the A' level enterprise, particularly with the indispensable relevance of the ICT to the education business. From the administrative sphere to the world of academics, our desire is to arouse, engage, and sustain our students' and staff's interest, as well as their quest for knowledge through a state-of-the-art techno-

logical innovation.

As an index of our passion for the academic and professional uplift of young minds, we now run, in addition to the Cambridge A' level, the Joint Universities' Preliminary Examinations Board (JUPEB) programme, which is another sure route for securing admission into 200 level in many Nigerian universities. Similarly, our Association of Business Executives (ABE) programme has taken a new shape, and those who dream of studying in the UK could join our Ascending Business School (ABS) to under-

take any of the courses offered. In a nutshell, this year's Outlook offers a panoramic view of the details and the prospects of all the academic programmes we run at Ascending College, particularly from the section titled 'Celebrating Excellence'.



SCIENCE CORNER

Youths and Drug Addiction: *The Medical View*

"Every form of addiction is bad, no matter whether the narcotic be alcohol, morphine or idealism." C.G. Jung

Of the hydra-headed juvenile felonies the world over, drug addiction seems the knottiest. However, the rapid increase in scientific knowledge over the past century has changed our views not only on the scourge of young people's obsession with drugs, but also on other human disease conditions. For much of the past century, scientists studying drug abuse labored in the shadows of powerful myths and misconceptions about the nature of addiction. When scientists began to study addictive behavior in the 1930s, people addicted to drugs were thought to be morally flawed and lacking in will

T!

Those views shaped society's response to drug abuse, treating it as a moral failing rather than as health problem, which led to an emphasis on punishment rather than prevention



Boaz Adeniran,
a graduate of All Saints' College, Ibadan, is currently undertaking his Cambridge A' level programme at Ascending College (Oct/Nov 2016)

power, since many of the victims of this "monster" were youths. Those views shaped society's response to drug abuse, treating it as a moral debility and failure rather than as health problem, needing medical intervention. This myopic attitude led to an emphasis on punishment rather than prevention and treatment. Today, thanks to medical science, our views and responses to addiction and other substance use disorders have changed dramatically. Despite these advances, many people today still do not understand why human beings, particularly the youths, become addicted to drugs, nor do they have a grasp of how drugs change the brain to foster compulsive drug use. This write-up, therefore, aims to fill that knowledge gap by providing scientific information about the disease of drug addiction, particularly as it affects young people, and the basic approaches that have been developed to prevent and treat substance use disorders.

Addiction, as defined by the Diagnostic and Statistical manual of mental disorders (DSM-5, 2013), is "a chronic, relapsing brain disease that

is characterized by compulsive drug seeking and use, despite harmful consequences." It is implied, from the foregoing, that addiction could actually be considered a 'brain disease'. This is because drugs change the brain - they change its

structure and how it works. These brain changes can be long-lasting, and can lead to the harmful behaviours seen in people who abuse drugs.

The question is: why do people, especially young people, take drugs? In general,

people begin taking drugs for a variety of reasons which include: to feel good, to feel better, to do better, and, particularly for youths, due to curiosity and because others are doing it (peer pressure and influence). If taking drugs makes people "feel good or better," then, what exactly is the problem? When people first use a drug, they may perceive what seem to be positive effects. They may also believe that they can control its use. Unfortunately, drugs can quickly take over a person's life. Over time, if drug use continues, other pleasurable activities become less pleasurable, and taking the drug becomes necessary for the user just to feel "normal." They may then compulsively seek and take drugs, even though it causes tremendous problems for them and their loved ones. Some people may start to feel the need to take higher or more frequent doses, even in the early stages of their drug use. These are the telltale signs of an addiction. Even relatively moderate drug use poses dangers. Consider how a social drinker can become intoxicated, get behind the wheel of a car, and quickly turn a pleasurable activity into a tragedy that affects many lives.

The next question is: is continued drug abuse a voluntary behavior? The initial decision to take drugs is typically voluntary. However, with continued use, a person's ability to exert self-control is the hallmark of addiction. Brain imaging studies of people with addiction show physical changes in areas of the brain that are critical to judgment, decision-making, learning and memory, and behavior control. Scientists believe that these changes alter the way the brain works and may help explain the compulsive and destructive behaviors of addiction.

Why do some people become addicted to drugs while others do not? As with any other disease, vulnerability to addiction differs from person to person, and no single factor determines whether a person will become addicted to drugs. In general, the more risk factors a person has, the greater the chance that taking drugs will lead to abuse and addiction. Some of the risk factors include: aggressive behavior in childhood, lack of parental supervision, poor social skills, drug experimentation, availability of drugs at school, community poverty, etc. It would be observed from the list that children and young people are, perhaps, more vulnerable to drug addiction than other members of society. Youths may not have the self-control required to curtail the excesses of this disease condition.

Conversely, medical science has revealed that some biological factors increase the risk of addiction; thus, making our young people more exposed to the ills of this predicament. Scientists estimate that genetic factors account for between 40% and 60% of a person's vulnerability to addiction. These include the effects of environmental factors, such as home and family, peer, and school, on the function and expression of a person's genes. Other factors are a person's stage of development and other medical conditions. Thus, adolescents and people with mental disorders are at a greater risk of drug abuse and addiction than the general population. For instance, as the brain continues to develop into adulthood, it undergoes dramatic changes during adolescence. One of the brain areas still maturing during this stage is the prefrontal cortex (the part of the brain that enables us to assess situations, make sound decisions, and keep our emotions and desires under control). The fact that this critical part of a young person's brain is still developing puts him/her at increased risk for making poor decisions. In fact, introducing drugs during this period may cause brain changes that have profound and long-lasting consequences. National drug use surveys indicate that some children are already using drugs by age 12 or 13.

From all that has been said, it is clear that the effect of drug addiction on the brain is severe. Research has also shown that drug addiction and mental illness often co-exist. In fact, in some cases, it has been found to exacerbate those mental disorders, particularly in people with specific

vulnerabilities. Apart from its adverse effects on the brain, drug addiction has also been found to have several medical conditions, such as cardiovascular disease, stroke, cancer, HIV/AIDS, hepatitis B and C, etc. in a nutshell, the impact of drug addiction can be far-reaching.

To conclude this piece, can drug addiction be cured? Or can it be treated successfully? For the past few years, the field of medical science has been trying to answer these questions, and it seems to have come to the conclusion that, 'Yes', based on several research-based experiments, addiction is a treatable disease. Research in the science of addiction and the treatment of substance use disorders has led to the development of evidence-based interventions that help people to stop abusing drugs and resume productive lives. Conversely, it has also been concluded that addiction might "not always" be cured, but like other chronic diseases, addiction can be managed successfully. Treatment enables people to counteract addiction's powerful disruptive effects on their brain and behavior, and also regain control of their lives. On the other hand, there are protective factors which could help to reduce a (young) person's risk of developing addiction: good self-control, school anti-drug policies, positive relationships, parental monitoring and support, etc. And, according to the national institute on drug abuse, "Addiction need not be a life sentence for effective treatment. Treatment must address the whole person."

Drug addiction, as the medical field views it, has been able to give us an in-depth knowledge and scientific information coupled with an increased understanding of the basics of addiction which will help empower people to make informed choices in their own lives, adopt science-based policies and programmes that reduce drug abuse and addiction in their communities, and, lastly, to support scientific research, especially in the medical field, which improves the nation's wellbeing.

Reference: Drugs, Brains and Behavior. The Science of Addiction. National Institute on Drug Abuse (NIH).



SCIENCE CORNER

AFRICA AND THE WAR AGAINST Malaria

Okenwa Rejoice Chisom

Eradication of malaria is biologically and technically feasible with sufficient global commitment and major investments in transformative new tools and strategies. Malaria is caused by the four major plasmodium species; plasmodium ovale, plasmodium malaria, plasmodium vivax and plasmodium falciparum. The prevalence of malaria is dependent mostly on the abundance of anopheles mosquito species, the propensity of the mosquito to bite, the rate at which it bites, its longevity and the rate of development of the plasmodium parasite inside the mosquito.

A country's socio-economic growth is greatly influenced by health outcome, this means that the development of most countries in Africa, especially Nigeria, is affected by the continual resurgence of malaria. According to the latest estimate from the World Health Organisation (WHO), about 214 million new cases of malaria worldwide in 2015, with Africa accounting for 88%, the estimated death between 236000-635000 with Africa having 90%. Incidence however fell by 37% globally and 42% in Africa.

Joint effort is needed to keep up the



Okenwa Rejoice Chisom is a graduate of Federal Science and Technical College, Yaba [FSTC Yaba]. She emerged as the best graduating Cambridge A' level student at Ascending College, May/June 2016 set.

momentum of progress, else, we face a resurgence of malaria. Many organisations are involved in the fight against malaria which includes the Bill and Melinda Gates foundation, the National Malaria Elimination programme, and the Dangote Foundation, to mention a few. The Dangote foundation, headed by Aliko Dangote, made the Nigerian Ambassador for malaria since 2012, has shown massive interest in the fight against malaria. He lamented on how malaria kills a child every 60 seconds. He identified inadequate access to anti-malaria drugs by vulnerable ones in the society as a major challenge that has hampered progress towards eradicating the disease.

Significant progress has been made but the main challenge is the insecticide, the drug resistance, and the continued transmission by symptomless carriers.



The main advice to the general public is to take measures to prevent the availability of breeding sites, such as stagnant pools, temperature between 70-90 degrees Fahrenheit and relative humidity of at least 60%, as these are the most conducive for mosquitoes. The use of insecticide treated nets, the use of DDT insecticide, though some studies have revealed the emergence of DDT resistant mosquitoes, is still the most effective and economical. Completing the course of dosage of drugs is important in reducing resistance. Epidemiological surveillance is highly essential in controlling strategy. Malaria cases should be monitored and all drug resistance cases should be referred to tertiary health care where alternatives like radical drug treatment combination could be established.

MASTER-PIECE ON ECONOMICS

by Esther Akande

One day a tourist comes to the only hotel in a debt-ridden town in Kenya. He lays \$100 note on the table and goes to inspect the rooms. The hostel owner takes the note and rushes to pay his debt to the pig farmer. The pig farmer

runs to pay the feed supplier. The supplier runs to pay the prostitute, who in this hard time gives her service on credit. The prostitute then runs to pay off her debt to the hotel owner, for the room she rented for her clients. The hotel owner, then, lays the \$100 note back on the counter. The tourist comes



down, takes his money and leaves, as he does not like the rooms. No one earned anything. But the town is now

without debts and looks to the future with a lot of optimism. And that is how the world does business today.



Esther Akande is an administrator at Ascending College. She also teaches Economics.

BRAIN-TEASER

exercise your brain

A lady bought goods worth N200 and paid the shopkeeper with a N1000 note. The shopkeeper had no change on him; so, he went to another shopkeeper John, his neighbor, and collected N1000 change in N200 denominations, with which he settled the lady and she left.



A little while later, John came back angrily after he had discovered that the N1000 note he was given by the shopkeeper was fake, and demanded a replacement. To avoid trouble, the shopkeeper had to give John another N1000 and destroyed the counterfeit which had no real value.

So, the question is: how much has the shopkeeper lost in total?

- A. N1200
- B. N2000
- C. N1000
- D. N1800
- E. N2200

English Proverb

Beware of a man of one book

Winston Churchill

It is no use saying, We are doing our best. You have got to succeed in doing what is necessary

Success is a lousy teacher. It seduces smart people into thinking they can't lose

Bill Gate

Peter Druker

The best way to predict your future is to create it

Albert Schwutzer

The great secret of success is to go through life as a man who never gets used up

WISE QUOTES

words of wisdom

It is better to sleep on things beforehand than lie awake about them afterwards

Battasar Gracian

The three great essentials to achieve anything worthwhile are: first, hard work; second, stick-to-itiveness; third, common-sense

Thomas Edison

Success is not final; failure is not fatal; it is the courage to move on that counts

Winston Churchill

Malcolms Forbes

Too many people over-value what they are not and undervalue what they are

Arnold H. Glasow

Success is simple. Do what is right, the right way, at the right time

The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand

Vince Lombardi



THE FLEXIBLE APPLICATION OF TECHNOLOGY IN ACADEMICS

- Tomide Adeoye



Of all the phenomena changing the world, none does it as proactively and innovatively as technology does. Technology in the 21st century seems to have taken on a life of its own. Even the layman's definition of technology as "the application of science" no longer holds much ground as Sir Arthur Clarke's third law dictates that, "Any sufficiently advanced technology should be indistinguishable from magic." I, however, wouldn't be writing about the awe-inspiring and enthusiasm-inducing application of futuristic technology which interests me a lot. I would be talking about the application of technology to the more concrete subject of Cambridge A' levels. I should warn you that my write-up would be based on my own experience, even though I am quite sure the times must have changed.

Every time one learns to apply technology to mundane tasks, a whole new world is suddenly opened up to the person. In the spirit of this, I would like to familiarize you primarily with my favorite, the voice readers. Their utility can easily be decrypted from their generic name; they enable electronic devices with inbuilt text to speech engines to read out loud different documents – pdf, epub, html or doc.... A text to speech (TTS) application reads documents to you and is inferably best at those inert moments when one is too tired to lift the pages, stress the eyes, or when one can't conveniently read owing to environmental factors. I shouldn't have to add that they are quintessential for students with

physical impairments that prevent reading. The sheer enormity of reading something to you out loud is not the whole shebang; you can also change the reading speed. Ergo, if you are someone that comprehends things hypersonically, you can make the reading speed as fast as possible and vice versa. There are other functions possible, but those are for you to find out when you try it. TTS or read out loud applications can be easily downloaded on the Google Play Store or the Apple app store. On computers, one can also use the common Foxit reader or the adobe reader for this function through the 'view' tab and the 'read out loud' interface.

Proportionately interesting is the use of soft notes, specifically, on screen notes. For a computer, the major player here is Sticky notes, while android phones generally use 'notes'. Sticky notes come with all windows computers; they allow one to type out things one wants to be perpetually reminded of on one's computer screen; they act as some kind of flash cards. One can open as many notes as one fancies and resize them into preferred sizes. **On an android phone, one can easily use the inbuilt 'notes' app or download my favourite, Colour Notes. Note-taking android apps generally give added functionality as they date documents, allow easy backup, give better organization and an increased range of colours to highlight different notes.** To show notes on the android home screen, you simply add the widget for the application

(notes). On-screen notes give one the ability to memorize things easily if only the main ideas and few explanations are used. Whatever you want to put on the screen for memorization should be reduced to the most basic, shortest and simplest form. If in a conspicuous place on your screen, you won't always know you read it, but your brain will subliminally do. Jotting down things read online is also quite easier since one can copy from the source, paste and edit it in notes. It should be inferable from this paragraph that all note applications can also be used as standard notes for lectures or jottings.

Conjointly breath-taking are the 'speech to text applications' – speech recognition softwares. Also decipherable from the name, speech recognition software, commonly used on computers, it gives one the ability to control the device with voice commands. In this context, however, it is more useful for note-taking and essay writing; it allows one to compute things faster as dictation is, all things being equal, faster than typing. To access the speech recognition software on a computer, one merely needs to enter speech recognition in the search box and follow the instructions displayed after clicking on the application. Using technology innovatively would be jotting things down using a speech recognition software and reading it as often as possible with a read-out-loud application.

Alternatively, one could dive into the world of videos. It is scientifically

proven that information stored in the form of stories are easier to remember because the brain is always enthusiastic about ordered, meaningful and interesting information which it has evolved to perceive. Stemming from this, I enjoy making videos of myself explaining the content of my textbook to myself while using my hands to make related gestures that buttress my explanation. Explanations aided with diagrams are a lot easier to remember even if they have no direct relationship - as long as they are analogically valid. This allows the brain to strengthen the neural pathway used in storing that particular information. When you are not the one making the explanations, you could watch YouTube videos pertaining to that particular topic you are interested in. The ability to share such videos with friends makes learning a lot easier and fun. If you are interested in further

integrating your electronic devices and your academics, you should try the android application called 'cam scanner', which can help you convert your class notes, pages of your textbook, results, receipts and ID cards into pdf files or images. Additionally, you could use applications with OCR technology to extract texts from scanned pictures. I shouldn't have to tell you of the barrage of books, articles, essays, flash cards and past papers you can also access online. Other android applications that are addendums include: timetable, brainy quotes, dictionary.com, Merriam Webster's Dictionary, and other readily available apps you'll find on the app store.

Culminating here, there exist thousands of applications and devices readily available for your use in the learning process. What I have introduced to you here is just an atom on the tip of the iceberg. Technology exists globally for the

purpose of being localised to suit your own purpose. You have got a mobile device or any electronic device, don't let it go to waste. There is always an ingenious way to use it in your academics; like Bruce Lee said, "Don't get set into one form, adapt it and let it grow, build your own, be like water."

Tomide Adeoye is an alumnus of Ascending College, the best graduating student of his set (May/June 2015). He is currently studying Law at the Obafemi Awolowo University (OAU), Ile-Ife, Nigeria

POETRY CORNER

TIME! TIME!! TIME!!!



Peter Ajayi
a graduate of Pade School of Science, Ibadan, is currently undertaking his Cambridge A' level programme at Ascending College (Oct/Nov 2016)

- 1 Time is light,
Use it to read;
Time is your head,
Use it to think.
- 2 Time is your pen,
Use it to write;
Time is your counsellor,
Let it guide you.
- 3 Time is your money,
Spend it wisely;
Time is your book,
Read it well;
Time is your teacher,
Let it teach you.
- 4 Time! Time!! Time!!!
It flies:
Make use of your time,
So as to make success in life.



Lead, Don't Manage

by Titilope Abu

Titilope Abu is an administrator at Ascending College. She also teaches Business.



DON'T DO ANYTHING. Your job as a manager is to "plan, organize, control and direct." Don't let yourself waste valuable time by falling back on what you did before you became a manager. We know you enjoy it and you are good at it. That's why you were promoted. Now you need to concentrate your efforts on managing, not on 'doing'.

LEADERS CREATE CHANGE. If you lead, you will cause changes. Be prepared for them and their impact on people within, and outside, your group. If you are not making changes, you are not leading.

DON'T LIMIT YOURSELF. The difference between leaders and managers is that leaders do not

set limit on themselves. There are enough people trying to limit what you can do. Don't be one of them.

ANYONE CAN STEER THE SHIP IN CALM WATERS. What will set you apart in your career is how you perform during the tough times. Don't become complacent and relax just because things are going well. Plan ahead for the downturn.

YOU HAVE TO MAKE A DIFFERENCE. The group you manage has to be more affective, more productive with you there than they would be if you were not. If they are as productive without you, there is no business sense in keeping you on the payroll.

"The Gust of Wind"

by Isaac Adedotun

Birds flapped wildly in the air, the wind moved gracefully, cooling everybody in the scorching sun. It was the graduation ceremony of the prestigious A' level school, Ascending College, and the area was packed with grandaunts and their parents, lectures, reporters and other uninvited guests. Though people chatted and joked, they were all glancing at the parking lot, waiting for the boy. Daniel was the best graduating student that year and the reporters were waiting for him, eager to get some information. There was a frantic rush when someone pointed and shouted, 'Hey, over there'.

He had stepped out of the car when he got covered by information-hungry reporters. Questions were thrown at him from all sides and he had to squint through the several flashes from cameras. "Hey guys, take it easy, I'm not going anywhere yet," he said. An astonishing silence fell upon the small crowd. All waited for his next statement. How did you get to know about Ascending College and the programme it runs? A man asked to urge him on. He smiled and started his narration. He was strolling on a lonely road, thinking about how he had failed in gaining admission into a higher institution for the third year when a gust of wind slapped a paper in his face. He had felt annoyed and had wanted to tear the paper, when he spotted the name of the school. It was advertising the Cambridge A' level examinations. He ran home to show his parents and by the week following, he was packing his things for school.

"The programme was very tough at first...", he continued. He narrated how he had felt strange to everything that was being taught, and how he had, in fact, failed his first assessment. Questions followed questions and he was asked to explain how the courses he had taken had affected him.

"Sociology..." he began. The subject had given him a deep insight on how membership of social groups, from families through schools to workplaces, influences people's behaviour. He added that the course had equipped him with factual knowledge about how and why people behave in particular ways, thereby enhancing his relationship with others. Literature had enabled him to appreciate works of art more, and to see through the eyes of intelligent poets and writers. History was his best and through it, he had successfully visited



Isaac Adedotun, a graduate of Federal Government College, Odogbolu, Ogun State, is currently studying for his Cambridge A' level examinations (Oct/Nov 2016) at Ascending College.

countries mentally, studying important events and familiarizing himself with their pasts. He smiled when he heard a man whisper to his friend that he was going to enrol his son.

He added that one could only succeed in the examinations through hard work and perseverance. The programme had brought him in contact with intellectuals who had the same motive as his. His hard work had been fully rewarded, although he had faced many difficulties.

"You've got people to thank, don't you, a

reporter asked. He smiled at this question and replied, "Not only people helped me. I mean, my parents, my lectures all did. However, I would like to give special thanks to that gust of wind..."

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BUSINESS CORNER ENTREPRENEURSHIP



by Obijole E. Olubowale & Akinade Abdulsabur

Entrepreneurship is the capacity and willingness to develop, organise and manage a business venture along with any of its risks in order to make a profit. With a view to looking at an enterprise, some imagine business tycoons with large startups, while others picture small business owners opening up their shop doors on streets. Entrepreneurship encompasses these and many other business ventures that share a commitment to turning an idea into a profitable business. It should be noted that entrepreneurship is characterised by innovation and risk taking. However, [some business experts emphasise that] people who are thinking about starting their own business should understand that successful entrepreneurship involves much more than having a great concept. One should have pictured how one will reach interested customers in an effective and affordable way. It is more than creating enterprises, as it involves imagining new ways to solve problems and create value. This includes a signif-

icant amount of planning and understanding the needs of your potential market through detailed research.

A successful entrepreneur is confident and self-motivated. He is also willing to fail and start over again, taking the lessons they have learned to create something new and improved. An entrepreneur is someone who can take any idea and have the skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and make it a viable product and/or service that people want or need. Research shows that Americans are increasingly choosing entrepreneurship. A study by Intelligent Office revealed that nearly 65 percent of workers would rather be an entrepreneur or independent employee than work in an office.

A case study of entrepreneurship is Alibaba Group in China. It was founded on the 4th of April, 1999, in Zhejiang, China. Alibaba Group Holding Company is a Chinese e-commerce company that provides consumer-to-consumer, business-to-consumer and busi-

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