ENTREPRENEURIAL SKILLS

UNIT CODE: ENG/CU/AUT/BC/3/4/A

Relationship to occupational standards
This unit addresses the Unit of Competency: Demonstrate Entrepreneurial Skills

Duration of unit: 60 hours

Unit description
This unit covers the competencies required for creating and maintaining small scale business, establishing small business customer base, managing and growing a micro/small-scale business.

Summary of Learning Outcomes
1. Create and maintain small scale business
2. Establish small scale business customer base
3. Manage small scale business
4. Grow/expand small scale business

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Create and maintain small scale business	- Starting a small business - Legal regulatory requirements in starting a small business - SWOT/ PESTEL analysis - Conducting market/industry survey - Generation and evaluation of business ideas - Matching competencies with business opportunities - Forms of business ownership - Location of a small business - Legal and regulatory requirement - Resources required to start a small business - Common terminologies in entrepreneurship	- Individual/group assignments - projects - Written - Oral

	• Entrepreneurship in national development • Self-employment • Formal and informal employment • Entrepreneurial culture • Myths associated with entrepreneurship • Types, characteristics, qualities & role of entrepreneurs • History, development and importance of entrepreneurship • Theories of entrepreneurship • Quality assurance for small businesses • Policies and procedures on occupational safety and health and environmental concerns	
2. Establish small scale business customer base	• Good staff/workers and customer relations • Marketing strategy • Identifying and maintain new customers and markets • Product/ service promotions • Products / services diversification • SWOT / PESTEL analysis • Conducting a business survey • Generating Business ideas • Business opportunities	• Individual/group assignments • projects • Written • Oral
3. Manage small scale business	• Organization of a small business • Small business' business plan • Marketing for small businesses • Managing finances for small business	• Oral • Individual/group assignments • projects • Written

	• Production/ operation process for goods/services • Small business records management • Book keeping and auditing for small businesses • Business support services • Small business resources mobilization and utilization • Basic business social responsibility • Management of small business • Word processing concepts in small business management • Computer application software • Monitoring and controlling business operations	
4. Grow/expand small scale business	• Methods of growing small business • Resources for growing small business • Small business growth plan • Computer software in business development • ICT and business growth	• Individual/group assignments • projects • Written

Suggested Methods of Instructions
- Instructor led facilitation of theory
- Demonstration by trainer
- Practice by trainee
- Role play
- Case study

Recommended Resources
- Case studies for small businesses
- Business plan templates
- Lap top/ desk top computer

- Internet
- Telephone
- Writing materials