

ENTREPRENEURIAL SKILLS

UNIT CODE:AGR/CU/EXT/BC/04/4/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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Individual/group assignments• projects• Written• Oral

	<ul style="list-style-type: none"> • Location of a small business • Legal and regulatory requirement • Resources required to start a small business • Common terminologies in entrepreneurship • 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 	
<p>2. Establish small scale business customer base</p>	<ul style="list-style-type: none"> • Good staff/workers and customer relations • Marketing strategy • Identifying and maintain new customers and markets • Product/ service promotions • Products / services diversification 	<ul style="list-style-type: none"> • Individual/group assignments • projects • Written • Oral

	<ul style="list-style-type: none"> • SWOT / PESTEL analysis • Conducting a business survey • Generating Business ideas • Business opportunities 	
3. Manage small scale business	<ul style="list-style-type: none"> • Organization of a small business • Small business' business plan • Marketing for small businesses • Managing finances for small business • 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 	<ul style="list-style-type: none"> • Oral • Individual/group assignments • projects • Written

<p>4. Grow/expand small scale business</p>	<ul style="list-style-type: none"> • Methods of growing small business • Resources for growing small business • Small business growth plan • Computer software in business development • ICT and business growth 	<ul style="list-style-type: none"> • Individual/group assignments • projects • Written
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Suggested Methods of Instruction

- 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

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