

## DEMONSTRATE ENTREPRENEURSHIP SKILLS

UNIT CODE : AGR/CU/AP/BC/04/5/A

### UNIT DESCRIPTION

This unit covers the competencies required to demonstrate understanding of entrepreneurship. It involves demonstrating understanding of an entrepreneur, entrepreneurship, and self-employment, identifying entrepreneurship opportunities, creating entrepreneurial awareness, applying entrepreneurial motivation, developing business innovative strategies and developing business plan.

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
<p>These describe the key outcomes which make up workplace function</p>	<p>These are assessable statements which specify the required level of performance for each of the elements.</p> <p><i><b>Bold and italicized terms are elaborated in the Range</b></i></p>
<p>1. Demonstrate understanding of an Entrepreneur</p>	<p>1.1 Entrepreneurs and Businesspersons are distinguished as per principles of entrepreneurship</p> <p>1.2 <i><b>Types of entrepreneurs</b></i> are identified as per principles of entrepreneurship</p> <p>1.3 Ways of becoming an Entrepreneur are identified as per principles of Entrepreneurship</p> <p>1.4 <i><b>Characteristics of Entrepreneurs</b></i> are identified as per principles of Entrepreneurship</p> <p>1.5 Factors affecting Entrepreneurship development are explored as per principles of Entrepreneurship</p>
<p>2. Demonstrate understanding of Entrepreneurship and self-employment</p>	<p>2.1 Entrepreneurship and self-employment are distinguished as per principles of entrepreneurship</p> <p>2.2 Importance of self-employment is analysed based on business procedures and strategies</p> <p>2.3 <i><b>Requirements for entry into self-employment</b></i> are identified according to business procedures and strategies</p> <p>2.4 Role of an Entrepreneur in business is determined according to business procedures and strategies</p> <p>2.5 Contributions of Entrepreneurs to National development are identified as per business procedures and strategies</p> <p>2.6 Entrepreneurship culture in Kenya is explored as per business procedures and strategies</p>

	2.7 Born or made Entrepreneurs are distinguished as per entrepreneurial traits
3. Identify Entrepreneurship opportunities	<p>3.1 Sources of business ideas are identified as per business procedures and strategies</p> <p>3.2 Business ideas and opportunities are generated as per business procedures and strategies</p> <p>3.3 Business life cycle is analysed as per business procedures and strategies</p> <p>3.4 Legal aspects of business are identified as per procedures and strategies</p> <p>3.5 Product demand is assessed as per market strategies</p> <p>3.6 Types of <b>business environment</b> are identified and evaluated as per business procedures</p> <p>3.7 Factors to consider when evaluating business environment are explored based on business procedure and strategies</p> <p>3.8 Technology in business is incorporated as per best practice</p>
4. Create entrepreneurial awareness	<p>4.1 <b>Forms of businesses</b> are explored as per business procedures and strategies</p> <p>4.2 Sources of business finance are identified as per business procedures and strategies</p> <p>4.3 Factors in selecting source of business finance are identified as per business procedures and strategies</p> <p>4.4 <b>Governing policies</b> on Small Scale Enterprises (SSEs) are determined as per business procedures and strategies</p> <p>4.5 Problems of starting and operating SSEs are explored as per business procedures and strategies</p>
5. Apply entrepreneurial motivation	<p>5.1 <b>Internal and external motivation</b> factors are determined in accordance with motivational theories</p> <p>5.2 Self-assessment is carried out as per entrepreneurial orientation</p> <p>5.3 Effective communications are carried out in accordance with communication principles</p> <p>5.4 Entrepreneurial motivation is applied as per motivational theories</p>
6. Develop innovative business strategies	<p>6.1 Business innovation strategies are determined in accordance with the organization strategies</p> <p>6.2 Creativity in business development is demonstrated in accordance with business strategies</p> <p>6.3 <b>Innovative business strategies</b> are developed as per business principles</p>

	<p>6.4 Linkages with other entrepreneurs are created as per best practice</p> <p>6.5 ICT is incorporated in business growth and development as per best practice</p>
7. Develop Business Plan	<p>7.1 Identified Business is described as per business procedures and strategies</p> <p>7.2 Marketing plan is developed as per business plan format</p> <p>7.3 Organizational/Management plan is prepared in accordance with business plan format</p> <p>7.4 Production/operation plan in accordance with business plan format</p> <p>7.5 Financial plan is prepared in accordance with the business plan format</p> <p>7.6 Executive summary is prepared in accordance with business plan format</p> <p>7.7 Business plan is presented as per best practice</p>

## RANGE

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Types of entrepreneurs may include but not limited to:	<ul style="list-style-type: none"> <li>• Innovators</li> <li>• Imitators</li> <li>• Craft</li> <li>• Opportunistic</li> <li>• Speculators</li> </ul>
2. Characteristics of Entrepreneurs may include but not limited to:	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Innovative</li> <li>• Planner</li> <li>• Risk taker</li> <li>• Networker</li> <li>• Confident</li> <li>• Flexible</li> <li>• Persistent</li> <li>• Patient</li> <li>• Independent</li> <li>• Future oriented</li> <li>• Goal oriented</li> </ul>
3. Requirements for entry into self-employment may include but not limited to	<ul style="list-style-type: none"> <li>• Technical skills</li> <li>• Management skills</li> </ul>

	<ul style="list-style-type: none"> <li>• Entrepreneurial skills</li> <li>• Resources</li> <li>• Infrastructure</li> </ul>
4. Internal and external motivation may include but not limited to:	<ul style="list-style-type: none"> <li>• Interest</li> <li>• Passion</li> <li>• Freedom</li> <li>• Prestige</li> <li>• Rewards</li> <li>• Punishment</li> <li>• Enabling environment</li> <li>• Government policies</li> </ul>
5. Business environment may include but not limited to:	<ul style="list-style-type: none"> <li>• External</li> <li>• Internal</li> <li>• Intermediate</li> </ul>
6. Forms of businesses may include but not limited to:	<ul style="list-style-type: none"> <li>• Sole proprietorship</li> <li>• Partnership</li> <li>• Limited companies</li> <li>• Cooperatives</li> </ul>
7. Governing policies may include but not limited to:	<ul style="list-style-type: none"> <li>• Increasing scope for finance</li> <li>• Promoting cooperation between entrepreneurs and private sector</li> <li>• Reducing regulatory burden on entrepreneurs</li> <li>• Developing IT tools for entrepreneurs</li> </ul>
8. Innovative business strategies may include but not limited to:	<ul style="list-style-type: none"> <li>• New products</li> <li>• New methods of production</li> <li>• New markets</li> <li>• New sources of supplies</li> <li>• Change in industrialization</li> </ul>

## REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

### Required Skills

The individual needs to demonstrate the following skills:

- Analytical
- Management
- Problem-solving
- Root-cause analysis

- Communication

## Required Knowledge

The individual needs to demonstrate knowledge of:

- Decision making
- Business communication
- Change management
- Competition
- Risk
- Net working
- Time management
- Leadership
- Factors affecting entrepreneurship development
- Principles of Entrepreneurship
- Features and benefits of common operational practices, e. g., continuous improvement (kaizen), waste elimination,
- Conflict resolution
- Health, safety and environment (HSE) principles and requirements
- Customer care strategies
- Basic financial management
- Business strategic planning
- Impact of change on individuals, groups and industries
- Government and regulatory processes
- Local and international market trends
- Product promotion strategies
- Market and feasibility studies
- Government and regulatory processes
- Local and international business environment
- Relevant developments in other industries
- Regional/ County business expansion strategies

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate:  1.1 Distinguished entrepreneurs and business persons correctly
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	<ul style="list-style-type: none"> <li>1.2 Identified ways of becoming an entrepreneur appropriately</li> <li>1.3 Explored factors affecting entrepreneurship development appropriately</li> <li>1.4 Analysed importance of self-employment accurately</li> <li>1.5 Identified requirements for entry into self-employment correctly</li> <li>1.6 Identified sources of business ideas correctly</li> <li>1.7 Generated Business ideas and opportunities correctly</li> <li>1.8 Analysed business life cycle accurately</li> <li>1.9 Identified legal aspects of business correctly</li> <li>1.10 Assessed product demand accurately</li> <li>1.11 Determined Internal and external motivation factors appropriately</li> <li>1.12 Carried out communications effectively</li> <li>1.13 Identified sources of business finance correctly</li> <li>1.14 Determined Governing policy on small scale enterprise appropriately</li> <li>1.15 Explored problems of starting and operating SSEs effectively</li> <li>1.16 Developed Marketing, Organizational/Management, Production/Operation and Financial plans correctly</li> <li>1.17 Prepared executive summary correctly</li> <li>1.18 Determined business innovative strategies appropriately</li> <li>1.19 Presented business plan effectively</li> </ul>
2. Resource Implications	<ul style="list-style-type: none"> <li>2.1 The following resources should be provided:</li> <li>2.2 Access to relevant workplace where assessment can take place</li> <li>2.3 Appropriately simulated environment where assessment can take place</li> </ul>
3. Methods of Assessment	<ul style="list-style-type: none"> <li>3.1 Written tests</li> <li>3.2 Oral questions</li> <li>3.3 Third party report</li> <li>3.4 Interviews</li> <li>3.5 Portfolio</li> </ul>
4. Context of Assessment	<p>Competency may be assessed</p> <ul style="list-style-type: none"> <li>4.1 On-the-job</li> <li>4.2 Off-the –job</li> <li>4.3 During Industrial attachment</li> </ul>

5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.
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