

ENTREPRENEURIAL SKILLS

UNIT CODE: AQ/CU/AM/BC/04/4/B

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate entrepreneurial skills

Duration of unit: 60 hours

Unit description

This unit describes the competencies critical to demonstration of entrepreneurial skills. It includes creating and maintaining small scale business, establishing small scale business customer base, managing and growing a small 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• Location of a small business• Legal and regulatory requirement• Resources required to start a small business	<ul style="list-style-type: none">• Observation• Case studies• Individual/group assignments• projects• Written• Oral

	<ul style="list-style-type: none"> • 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 • SWOT / PESTEL analysis • Conducting a business survey • Generating Business ideas • Business opportunities 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written • Oral

<p>3. Manage small scale business</p>	<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 • Observation • Case studies • 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"> • Observation • Case studies • Individual/group assignments • projects • Written

Suggested Delivery Methods

- 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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