

## ENTREPRENEURIAL SKILLS

**UNIT CODE:** CON/CU/BUT/BC/03/5

**Duration of unit: 70 HOURS**

**Relationship to occupational standards**

This unit addresses the unit of competency: Apply entrepreneurial skills

**Unit description**

This unit describes competency required for a Building Technician to demonstrate entrepreneurial aptitudes. It involves, developing business innovation strategies, developing new markets, customer base, expanding employed capital and undertaking regional/county expansion while retaining motivated staff.

**Summary of Learning Outcomes**

1. To develop business innovation strategies
2. To develop new products/ markets and Marketing techniques
3. To expand customers and product lines
4. To motivate all staff/workers
5. To expand employed capital base
6. To undertake regional/county business expansion

**Learning Outcomes, Content and Suggested Assessment Methods**

Learning Outcome	Content	Suggested Assessment Methods
1. Develop business Innovation strategies	<ul style="list-style-type: none"> <li>• Innovation in business</li> <li>• Business innovation strategies</li> <li>• Creativity for business development</li> <li>• New technologies in entrepreneurship</li> <li>• Linkages with other entrepreneurs</li> <li>• Setting strategic directions</li> <li>• New ideas and approaches</li> <li>• Entrepreneurial skills development</li> <li>• Market trends</li> <li>• Monitoring and anticipating market trends</li> <li>• Products and processes in</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• projects</li> <li>• Written</li> <li>• Oral</li> </ul>

Learning Outcome	Content	Suggested Assessment Methods
	entrepreneurship <ul style="list-style-type: none"> <li>• Business conventions and exhibitions</li> <li>• Business growth refocus</li> </ul>	
2. Develop new products/markets and Marketing techniques	<ul style="list-style-type: none"> <li>• Feasibility study for new products</li> <li>• Identifying new sources of raw material and resources</li> <li>• New target markets/customers</li> <li>• Increasing products and services</li> <li>• Marketing improvement</li> <li>• Intrapreneurship and business growth</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• projects</li> <li>• Written</li> <li>• Oral</li> </ul>
3. Expand customers and product lines	<ul style="list-style-type: none"> <li>• Market demand</li> <li>• Regulatory environment</li> <li>• Creating product and services competitive advantages</li> <li>• Creating loyal client base</li> <li>• Identifying and maintain new customers and markets</li> <li>• Advance product/ service promotions</li> <li>• Advance market expansion</li> <li>• Small business records management</li> <li>• Book keeping and auditing for small businesses</li> <li>• Computer application software and programmes</li> <li>• ICT in customer and product diversification</li> </ul>	<ul style="list-style-type: none"> <li>• Oral</li> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• projects</li> <li>• Written</li> </ul>
4. Motivate staff/workers	<ul style="list-style-type: none"> <li>• Motivation of workers</li> <li>• Communication at workplace for motivation purpose</li> <li>• Problem solving</li> <li>• Conflict resolution at place of work</li> <li>• Good relation between staff or workers</li> <li>• Team building and team work</li> <li>• Staff development and</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• projects</li> <li>• Written</li> </ul>

Learning Outcome	Content	Suggested Assessment Methods
	enhancement • Culture of continuous improvement	
5. Expand employed capital base	• Employed capital in business • Business share holdings • Types of shares • Shares diversification • Role of shareholders • Intrapreneurship • Increasing products and services	• Observation • Case studies • Individual/group assignments • projects • Written • Oral
6. Undertake regional expansion county/business	• Region/ county identification process • Regional/ county laws and regulation • Business regional/county expansion • Regional/ County business expansion • Innovation in business • Business expansion and diversification • Resources for regional/county expansion • Small business Strategic Plan • Computer software in business development • ICT and business growth	• Observation • Case studies • Individual/group assignments • projects • Written • Oral

**Suggested Methods of Instruction**

- Theory sessions led by the Instructor in class
- Group and individual learning activities
- Practical demonstration of task by trainer
- Practical sessions for trainees
- Role play
- Site visits/benchmarks
- Simulation
- Project/research assignments
- Intervention of external speakers

## **Recommended Resources for 25 Trainees**

- 25 mobile phones
- 25 Laptop/ desktop computers
- 2 Projectors
- Writing materials
- 25 Case studies for small businesses
- 5 Business plan templates
- Internet
- Relevant textbooks and eBooks
- 5 business Journals
- 10 Magazines
- 5 Training manuals
- 5 Case studies

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