

### 3.1.0 **ENTREPRENEURSHIP EDUCATION**

#### 3.1.01 **Introduction**

This module unit is intended to equip the trainee with necessary knowledge; skills and attitudes that will enable him/her start, operate and manage a personal or group business enterprise effectively. It is also intended to instill in a trainee the drive necessary to venture into profit making activities.

#### 3.1.02 **General Objectives**

By the end of the module unit, the trainee should be able to:

- a) demonstrate positive attitude towards self employment
- b) understand concepts and elements of entrepreneurship
- c) development
- d) demonstrate entrepreneurial behaviour in starting, operating and
- e) managing a business
- f) prepare a viable business plan.

### 3.1.0 **Entrepreneurship**

#### **Module Unit Summary and Time Allocation**

<b>Code</b>	<b>Sub Module Unit</b>	<b>• Content</b>	<b>Time Hrs</b>
3.1.1	Entrepreneurship	<ul style="list-style-type: none"> <li>• Definition of terms</li> <li>• Contribution of entrepreneurship towards national development</li> <li>• Self employment versus salaried employment</li> </ul>	6
3.1.2	Evolution of Entrepreneurship	<ul style="list-style-type: none"> <li>• History of entrepreneurship in Kenya</li> <li>• Economic, political and social factors affecting entrepreneurial development</li> <li>• Entrepreneurial cultural practices in Kenya, South Africa and India</li> </ul>	6
3.1.3	Entrepreneurial Culture	<ul style="list-style-type: none"> <li>• The entrepreneurial culture</li> <li>• Cultural factors that promote entrepreneurial development</li> </ul>	4

		<ul style="list-style-type: none"> <li>• Cultural factors inhibiting entrepreneurial development</li> <li>• Ways of managing factors that inhibit development of entrepreneurial culture</li> </ul>	
3.1.4	The Entrepreneur	<ul style="list-style-type: none"> <li>• Myths associated with entrepreneurship</li> <li>• Types of entrepreneurs</li> <li>• Characteristics/traits of an entrepreneur</li> <li>• Roles of an entrepreneur in an enterprise</li> </ul>	4
3.1.5	Entrepreneurial Opportunities	<ul style="list-style-type: none"> <li>• Business ideas</li> <li>• Business idea generation</li> <li>• Sources of business ideas</li> <li>• Identification and evaluation of business opportunities</li> <li>• Matching Competence with business opportunities</li> </ul>	6
3.1.6	Starting a Small Business	<ul style="list-style-type: none"> <li>• for ms of business ownership</li> <li>• Factors to be considered when starting a small enterprise</li> <li>• Procedure of starting a small enterprise</li> <li>• Business life cycle</li> <li>• Challenges faced when starting a small enterprise</li> <li>• Resources for a business</li> </ul>	6
3.1.7	Enterprise Management	<ul style="list-style-type: none"> <li>• Definition of terms</li> <li>• Managing enterprise resources</li> <li>• Managing the business finances</li> <li>• Business records</li> <li>• Business support services</li> <li>• Marketing activities in a small enterprise</li> </ul>	8
3.1.8	Enterprise Social Responsibilities	<ul style="list-style-type: none"> <li>• Meaning of enterprise social responsibility</li> <li>• Importance of enterprise social responsibility</li> <li>• Social concerns of an enterprise</li> </ul>	4

3.1.9	Business Plan	<ul style="list-style-type: none"> <li>• The Business Plan</li> <li>• Components of a Business Plan</li> </ul>	10
3.1.10	Information and Communication Technology in Entrepreneurship	<ul style="list-style-type: none"> <li>• Benefits of ICT to a small enterprise</li> <li>• Use of computer applications software in a small business</li> </ul>	10
3.1.11	Emerging Trends In Entrepreneurship	<ul style="list-style-type: none"> <li>• Emerging trends in enterprise management</li> <li>• Challenges posed by emerging trends in entrepreneurship</li> <li>• Management of challenges posed by emerging trends and issues in entrepreneurship</li> </ul>	2
<b>Total time</b>			<b>66</b>

### 3.1.1 INTRODUCTION TO ENTREPRENEURSHIP

#### *Theory*

- 3.1.1T0 *Specific Objectives*  
By the end of the sub module unit, the trainees should be able to:
- a) define various terms used in entrepreneurship
  - b) explain the contribution of entrepreneurship towards national development
  - c) explain the differences between self and salaried employment.

#### *Competence*

The trainee should have the ability to contribute to national development through self employment.

#### *Content*

- 3.1.1T1 Definition of terms  
3.1.1T2 Contribution of entrepreneurship towards national development  
3.1.1T3 Self employment versus salaried employment

#### *Practice*

- 3.1.1P0 *Specific Objective*  
By the end of the sub module unit, the trainees should be able to identify

the role played by employer and employee.

#### *Content*

- 3.1.1P1 Visit a business enterprise in the locality and interview employers/employees and identify their roles.

### 3.1.2 EVOLUTION OF ENTREPRENEURSHIP

#### *Theory*

- 3.1.2T0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:
- a) describe the history of entrepreneurship in Kenya
  - b) explain economic, political and social factors affecting
  - c) entrepreneurial development
  - d) explain various entrepreneurial cultural practices in Kenya, South Africa and India.
  - e) Africa and India.

#### *Competence*

The trainee should have the ability to handle social factors that hinder entrepreneurial development.

*Content*

- 3.1.2T1 History of entrepreneurship in Kenya
- 3.1.2T2 Economic, political and social factors affecting entrepreneurial development
- 3.1.2T3 Entrepreneurial cultural practices in Kenya, South Africa and India

*Practice*

- 3.1.2P0 *Specific Objective*  
By the end of the sub module unit, the trainee should be able to identify cultural practices in Kenya, South Africa and India

*Content*

- 3.1.2P1 Case study on economic, political and social factors affecting entrepreneurial development in Kenya, South Africa and India

**3.1.3 ENTREPRENEURIAL CULTURE**

*Theory*

- 3.1.3T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) explain the concept of entrepreneurial culture
- b) outline cultural habits that enhance entrepreneurial development
- c) outline cultural factors inhibiting entrepreneurial development
- d) explain ways of managing factors that inhibit development of entrepreneurial culture in Kenya.

*Competence*

The trainee should have the ability to deal with cultural biases that hinder entrepreneurial development

*Content*

- 3.1.3T1 Entrepreneurial culture
- 3.1.3T2 Cultural habits that promote entrepreneurial development
- 3.1.3T3 Cultural factors inhibiting entrepreneurial development
- 3.1.3T4 Ways of managing factors that inhibit development of entrepreneurial culture in Kenya

*Practice*

- 3.1.3P0 *Specific Objective*

By the end of the sub module unit, the trainee should be able to identify the cultural habits which promote or inhibit entrepreneurial development.

*Content*

3.1.3P1 Visit a successful entrepreneur in the locality and collect information on cultural habits that inhibit or promote entrepreneurial development

**3.1.4 THE ENTREPRENEUR**

*Theory*

3.1.4T0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:

- a) explain the myths associated with entrepreneurship
- b) describe types of entrepreneurs
- c) state the characteristics/traits of an entrepreneur
- d) explain the roles of an entrepreneur in an enterprise.

*Competence*

The trainee should have the ability to identify

entrepreneurial potential in self.

*Content*

3.1.4T1 Myths associated with entrepreneurship  
3.1.4T2 Types of entrepreneurs  
3.1.4T3 Characteristics/traits of an entrepreneur  
3.1.4T4 Role of an entrepreneur in an enterprise

*Practice*

3.1.4P0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:

- a) assess his or her entrepreneurial potential
- b) write a profile on a successful entrepreneur in the locality.

*Content*

3.1.4P1 Trainees to do self-assessment exercise on their entrepreneurial potential  
3.1.4P2 Visit a successful entrepreneur within the locality and write a profile on him.

**3.1.5 ENTREPRENEURIAL OPPORTUNITIES**

*Theory*

3.1.5T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) define a business idea
- b) explain ways of generating business ideas
- c) explain the various sources of business ideas
- d) outline and evaluate business opportunities.
- e) explain ways of matching entrepreneurial Competence with
- f) business.

*Competence*

The trainee should have the ability to identify and evaluate a business opportunity.

*Content*

- 3.1.5T1 Business idea
- 3.1.5T2 Generation of business ideas
- 3.1.5T3 Sources of business ideas
- 3.1.5T4 Identification and evaluation of Business opportunities
- 3.1.5T5 Ways of matching entrepreneurial Competence and matching with business opportunities

*Practice*

- 3.1.5P0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) generate business ideas
- b) evaluate business opportunities.

*Content*

- 3.1.5P1 Brainstorming on business ideas
- 3.1.5P2 Business opportunity evaluation

**3.1.6 STARTING A SMALL BUSINESS**

*Theory*

- 3.1.6T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) explain the different forms of business ownership
- b) explain the factors to be considered when starting a small enterprise
- c) explain the procedure of starting a small enterprise
- d) explain the business life cycle
- e) outline challenges that are faced when starting a small enterprise
- f) state business resources.

*Competence*

The trainee should have the ability to set up a small enterprise.

*Content*

- 3.1.6T1 Forms of business ownership
- 3.1.6T2 Factors to be considered when starting a small enterprise
- 3.1.6T3 Procedure of starting a small enterprise
- 3.1.6T4 Business life cycle
- 3.1.6T5 Challenges faced when starting a small enterprise
- 3.1.6T6 Business Resources

*Practice*

- 3.1.6P0 *Specific Objective*  
By the end of the sub module unit, the trainee should be able to illustrate a business life cycle, using a diagram.

*Content*

- 3.1.6P1 Illustration of a business life cycle

**3.1.7 ENTERPRISE MANAGEMENT**

*Theory*

- 3.1.7T0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:

- a) define enterprise management
- b) explain ways by which various resources in an enterprise should be
- c) managed
- d) outline ways of managing business finances
- e) describe business records
- f) state business support services
- g) explain relevant marketing activities in a small enterprise.

*Competence*

The trainee should have the ability to properly manage a small business enterprise.

*Content*

- 3.1.7T1 Definition of terms
- 3.1.7T2 Managing of the enterprise resources
- 3.1.7T3 Managing the business finances
- 3.1.7T4 Business records
- 3.1.7T5 Business support services
- 3.1.7T6 Marketing activities in a small enterprise

*Practice*

- 3.1.7P0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:

- a) use various resources to manage a business
- b) keep business records.

*Content*

- 3.1.7P1 Assist a business enterprise in locality to manage business resources
- 3.1.7P2 Management of business records

**3.1.8 ENTERPRISE SOCIAL RESPONSIBILITIES**

*Theory*

- 3.1.8T0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:
  - a) explain the meaning of enterprise social responsibility
  - b) explain the importance of enterprise social responsibility
  - c) outline the social concerns of an enterprise.

*Competence*

The trainee should have the ability to integrate business enterprise with the society.

*Content*

- 3.1.8T1 Meaning of enterprise social responsibility

- 3.1.8T2 Importance of enterprise social responsibility
- 3.1.8T3 Social concerns of an enterprise

*Practice*

- 3.1.8P0 *Specific Objective*  
By the end of the sub module unit, the trainee should be able to undertake a relevant community social activity.

*Content*

- 3.1.8P1 Participate in a community social activity within the locality

**3.1.9 BUSINESS PLAN**

*Theory*

- 3.1.9T0 *Specific Objectives*  
By the end of the sub module unit, the trainee should be able to:
  - a) explain a business plan
  - b) state the components of a business plan.

*Competence*

The trainee should have the ability to write a plan for a business.

*Content*

- 3.1.9T1 Business plan

3.1.9T2 Components of a business plan

*Practice*

3.1.9P0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) collect relevant data to enable him/her write a business plan
- b) write a business plan.

*Content*

3.1.9P1 Trainee to go out and collect data relevant to his/her business plan area

3.1.9T2 Writing business plan

### **3.1.10 INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN ENTREPRENEURSHIP**

*Theory*

3.1.10T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) explain the benefits of ICT to a small enterprise
- b) describe the use of computer application software in a small business.

*Competence*

The trainee should have the ability to use ICT in a business enterprise

*Content*

3.1.10T1 Benefits of ICT to a small business enterprise

3.1.10T2 Use of a computer application in a small business enterprise

*Practice*

3.1.10P0 *Specific Objective*

By the end of the sub module unit, the trainee should be able to identify benefits of ICT in a small business enterprise

*Content*

3.1.10P1 Visit a small business enterprise with ICT and identify benefits of ICT

### **3.1.11 EMERGING TRENDS IN ENTREPRENEURSHIP**

*Theory*

3.1.11T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) state the emerging trends in entrepreneurship
- b) explain the challenges posed by the emerging trends and issues in entrepreneurship

- c) outline ways of managing challenges posed by emerging trends and issues in entrepreneurship.

*Content*

- 3.1.11T1 Emerging trends in enterprise management
- 3.1.11T2 Challenges posed by emerging trends and issues
- 3.1.11T3 Management of challenges posed by emerging trends and issues in entrepreneurship

*Suggested Learning Activities*

- Discussions
- Visits to existing businesses and customers, Chamber of Commerce, trade fairs and exhibitions
- Preparation of business records
- Brainstorming on types of technologies used
- Personal interviews
- Case studies
- Simulation
- Field visits

*Suggested Learning Resources for the entire unit*

- Television and radios
- Manuals, newspapers and business journals
- Guest speaker

*Suggested Methods Assessment*

- Question and answer
- Presentation
- Field report
- Continuous Assessment Test (CAT)
- Written examination