DEMONSTRATE ENTREPRENEURIAL SKILLS

UNIT CODE : ICT/OS/CS/BC/04/6/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.

ELEMENT	PERFORMANCE CRITERIA
1. Demonstrate	1.1 Entrepreneurs and Business persons are
understanding of an	distinguished as per principles of
Entrepreneur	entrepreneurship
	1.2 Types of entrepreneurs are identified as
	per principles of entrepreneurship
	1.3 Ways of becoming an Entrepreneur are
	identified as per principles of
	Entrepreneurship
	1.4 Characteristics of Entrepreneurs are
	identified as per principles of
	Entrepreneurship
	1.5 Factors affecting Entrepreneurship
	development are explored as per principles
	of Entrepreneurship
2. Demonstrate	2. 1 Entrepreneurship and self-employment are
understanding of	distinguished as per principles of
Entrepreneurship and	entrepreneurship
self-employment	2. 2 Importance of self-employment is analysed
	based on business procedures and
	strategies
	2.3 Requirements for entry into self-
	employment are identified according to
	business procedures and strategies
	2.4 Role of an Entrepreneur in business is
	determined according to business
	procedures and strategies

ELEMENTS AND PERFORMANCE CRITERIA

	2.5	Contributions of Entrepreneurs to National
		development are identified as per business
		procedures and strategies
	2.6	Entrepreneurship culture in Kenya is
		explored as per business procedures and
		strategies
	2.7	Born or made Entrepreneurs are
		distinguished as per entrepreneurial traits
3. Identify	3.1	Sources of business ideas are identified as
Entrepreneurship		per business procedures and strategies
opportunities	3.2	Business ideas and opportunities are
		generated as per business procedures and
		strategies
	3.3	Business life cycle is analysed as per
		business procedures and strategies
	3.4	Legal aspects of business are identified as
		per procedures and strategies
	3.5	Product demand is assessed as per market
		strategies
	3.6	Types of <i>business environment</i> are
		identified and evaluated as per business
		procedures
	3.7	Factors to consider when evaluating
	5	business environment are explored based
0	0	on business procedure and strategies
	3.8	Technology in business is incorporated as
		per best practice
4. Create entrepreneurial	4.1	Forms of businesses are explored as per
awareness		business procedures and strategies
	4.2	Sources of business finance are identified
		as per business procedures and strategies
	4.3	Factors in selecting source of business
		finance are identified as per business
		procedures and strategies
	4.4	Governing policies on Small Scale
		Enterprises (SSEs) are determined as per
		business procedures and strategies
	4.5	Problems of starting and operating SSEs
		are explored as per business procedures
		and strategies
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5. Apply entrepreneurial motivation are determined in accordance with motivational theories 5. Apply entrepreneurial motivation 5.2 Self-assessment is carried out as per entrepreneurial orientation 5.3 Effective communications are carried out in accordance with communication principles 5.4 Entrepreneurial motivation is applied as per motivational theories 6. Develop innovative business strategies 6.1 Business innovation strategies are determined in accordance with the organization strategies 6. Develop innovative business strategies 6.1 Business innovation strategies are determined in accordance with the organization strategies 6.1 Develop Business Plan 6.1 Innovative business strategies 7. Develop Business Plan 7.1 Identified Business is described as per business procedures and strategies 7.2 Develop Business Plan 7.1 Identified Business is described as per business procedures and strategies 7.2 Develop Business Plan 7.1 Identified Business is described as per business procedures and strategies 7.2 Develop Business Plan 7.1 Identified Business is described as per business plan format 7.4 Production/operation plan in accordance with business plan format 7.3 Organizational/Management plan is prepared in accordance with business plan format 7.4 Production/operation plan in accordance with business plan format 7.4 Production/operation plan in accordance with business plan format 7.5 Financial plan is prepar			
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		7.7	Business plan is presented as per best
practice			practice

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	Innovators
include but not limited to:	• Imitators
	• Craft
	Opportunistic
	• Speculators
2. Characteristics of Entrepreneurs	Creative
may include but not limited to:	• Innovative
	• Planner
	• Risk taker
	• Networker
	• Confident
	• Flexible
	• Persistent
	• Patient
	 Independent
	• Future oriented
8	Goal oriented
5	
3. Requirements for entry into self-	
employment may include but no	t • Management skills
limited to	• Entrepreneurial skills
	Resources
	• Infrastructure
4 Internal and automal mativation	• Interest
4. Internal and external motivation	Passion
may include but not limited to:	• Freedom
	• Prestige
	• Rewards
	• Punishment
	• Enabling environment
	Government policies
5 Dusinges environment more	• External
5. Business environment may include but not limited to:	• Internal
include but not limited to:	• Intermediate

 Forms of businesses may include but not limited to: 	 Sole proprietorship Partnership Limited companies Cooperatives
 Governing policies may include but not limited to: 	 Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs Developing IT tools for entrepreneurs
 Innovative business strategies may include but not limited to: 	 New products New methods of production New markets New sources of supplies Change in industrialization

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	1.1	Assessment requires evidence that the
Competency	0	candidate:
	1.2	Distinguished entrepreneurs and
		businesspersons correctly
	1.3	Identified ways of becoming an entrepreneur
		appropriately
	1.4	Explored factors affecting entrepreneurship
		development appropriately
	1.5	Analysed importance of self-employment
		accurately
	1.6	Identified requirements for entry into self-
		employment correctly
	1.7	Identified sources of business ideas correctly
	1.8	Generated Business ideas and opportunities
		correctly
	1.9	Analysed business life cycle accurately
	1.10	Identified legal aspects of business correctly
	1.11	Assessed product demand accurately

1. 12 Determined Internal and external motivation factors appropriately 1. 13 Carried out communications effectively 1. 14 Identified sources of business finance correctly 1. 15 Determined Governing policy on small scale enterprise appropriately 1. 16 Explored problems of starting and operating SSEs effectively 1. 17 Developed Marketing, Organizational/Management, Production/Operation and Financial plans correctly 1. 18 Prepared executive summary correctly 1. 19 Determined business innovative strategies appropriately 1. 20 Presented business plan effectively 2. Resource The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 3. Methods of 3.1 3.1 Written tests Assessment 3.2 3.5 Portfolio of Evidence 4. Context of Assessment 4.1 0n-the-job 4.3 4.3 During Industrial attachment			
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