

# ENTREPRENEURIAL SKILLS

**UNIT CODE:** ENG/CU/EI/BC/03/4/A

## **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**

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
1. Create and maintain small scale business	<ul style="list-style-type: none"><li>• Starting a small business</li><li>• Legal regulatory requirements in starting a small business</li><li>• SWOT/ PESTEL analysis</li><li>• Conducting market/industry survey</li><li>• Generation and evaluation of business ideas</li><li>• Matching competencies with business opportunities</li><li>• Forms of business ownership</li><li>• Location of a small business</li><li>• Legal and regulatory requirement</li><li>• Resources required to start a</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>

	<p>small business</p> <ul style="list-style-type: none"> <li>• Common terminologies in entrepreneurship</li> <li>• Entrepreneurship in national development</li> <li>• Self-employment</li> <li>• Formal and informal employment</li> <li>• Entrepreneurial culture</li> <li>• Myths associated with entrepreneurship</li> <li>• Types, characteristics, qualities &amp; role of entrepreneurs</li> <li>• History, development and importance of entrepreneurship</li> <li>• Theories of entrepreneurship</li> <li>• Quality assurance for small businesses</li> <li>• Policies and procedures on occupational safety and health and environmental concerns</li> </ul>	
<p>2. Establish small scale business customer base</p>	<ul style="list-style-type: none"> <li>• Good staff/workers and customer relations</li> <li>• Marketing strategy</li> <li>• Identifying and maintain new customers and markets</li> <li>• Product/ service promotions</li> <li>• Products / services diversification</li> <li>• SWOT / PESTEL analysis</li> <li>• Conducting a business survey</li> <li>• Generating Business ideas</li> <li>• Business opportunities</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>

<p>3. Manage small scale business</p>	<ul style="list-style-type: none"> <li>• Organization of a small business</li> <li>• Small business' business plan</li> <li>• Marketing for small businesses</li> <li>• Managing finances for small business</li> <li>• Production/ operation process for goods/services</li> <li>• Small business records management</li> <li>• Book keeping and auditing for small businesses</li> <li>• Business support services</li> <li>• Small business resources mobilization and utilization</li> <li>• Basic business social responsibility</li> <li>• Management of small business</li> <li>• Word processing concepts in small business management</li> <li>• Computer application software</li> <li>• Monitoring and controlling business operations</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>
<p>4. Grow/expand small scale business</p>	<ul style="list-style-type: none"> <li>• Methods of growing small business</li> <li>• Resources for growing small business</li> <li>• Small business growth plan</li> <li>• Computer software in business development</li> <li>• ICT 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> </ul>

**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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