

ENTREPRENEURIAL SKILLS

UNIT CODE: ENG/CU/EI/BC/03/5

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate entrepreneurial skills

Duration of unit: 80 hours

Unit description

This unit describes the competencies critical to demonstration of entrepreneurial capabilities. It involves, enhancing the entrepreneur's business skills, fostering a culture of continuous improvement at individual and organization level, implementing appropriate internal controls for profitability, improving employed capital base and undertaking regional/county business expansion.

Summary of Learning Outcomes

1. Develop one's business skill
2. Develop individual workers and teams
3. Expand markets and customers
4. Expand employed capital
5. Undertake regional/county business expansion

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Develop one's business skill	<ul style="list-style-type: none"><input type="checkbox"/> Entrepreneurial skills development<input type="checkbox"/> Market trends<input type="checkbox"/> Monitoring and anticipating market trends<input type="checkbox"/> New technologies in entrepreneurship<input type="checkbox"/> Products and processes in entrepreneurship<input type="checkbox"/> Linkages with other entrepreneurs<input type="checkbox"/> Business conventions and exhibitions<input type="checkbox"/> Personal improvement and growth	<ul style="list-style-type: none"><input type="checkbox"/> Observation<input type="checkbox"/> Case studies<input type="checkbox"/> Individual/group assignments<input type="checkbox"/> Projects<input type="checkbox"/> Written<input type="checkbox"/> Oral

2. Develop individual workers and teams	<input type="checkbox"/> Good staff/workers <input type="checkbox"/> Team building and team work <input type="checkbox"/> Staff development and enhancement <input type="checkbox"/> Culture of continuous improvement <input type="checkbox"/> Increasing products and services <input type="checkbox"/> Marketing improvement <input type="checkbox"/> Intrapreneurship	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written <input type="checkbox"/> Oral
3. Expand markets and customers base	<input type="checkbox"/> Maintaining appropriate cash flow in the organization <input type="checkbox"/> Internal controls <input type="checkbox"/> Business break-even point <input type="checkbox"/> Business profitability determinants <input type="checkbox"/> Prudent purchases in an enterprise <input type="checkbox"/> Reducing business expenses <input type="checkbox"/> Good staff/workers and customer relations <input type="checkbox"/> Identifying and maintain new customers and markets <input type="checkbox"/> Product/ service promotions <input type="checkbox"/> Products / services diversification <input type="checkbox"/> SWOT / PESTEL analysis <input type="checkbox"/> Conducting a business survey <input type="checkbox"/> Market expansion <input type="checkbox"/> Small business records management <input type="checkbox"/> Book keeping and auditing for small businesses <input type="checkbox"/> Business support services <input type="checkbox"/> Small business resources mobilization and utilization <input type="checkbox"/> Basic business social responsibility <input type="checkbox"/> Management of small business <input type="checkbox"/> Word processing concepts in small business management <input type="checkbox"/> Computer application software <input type="checkbox"/> Monitoring and controlling business operations	<input type="checkbox"/> Oral <input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written
4. Expand employed capital	<input type="checkbox"/> Employed capital in small businesses <input type="checkbox"/> Share holdings <input type="checkbox"/> Business expansion and diversification <input type="checkbox"/> Resources for growing small business	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments

	<input type="checkbox"/> Small business Strategic Plan <input type="checkbox"/> Cooperate Social responsibility <input type="checkbox"/> Computer software in business development <input type="checkbox"/> ICT and business growth	<input type="checkbox"/> projects <input type="checkbox"/> Written
5. Undertake county/regional business expansion	<input type="checkbox"/> Region identification process <input type="checkbox"/> Regional laws and regulation <input type="checkbox"/> Business regional expansion requirements	<input type="checkbox"/> Oral <input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> 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

easyvet.com