

ENTREPRENEURIAL SKILLS

UNIT CODE: BUS/CU/HRM /BC/04/5/A

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate Entrepreneurial Skills

Duration of unit: 70 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 business innovative strategies
2. Develop new products /markets
3. Expand markets and customers
4. Motivate staff/workers
5. Expand employed capital
6. Undertake regional/county business expansion

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. develop business innovative strategies	<ul style="list-style-type: none"> • Business innovation strategies • Business growth • Monitoring and anticipating market trends • New technologies in entrepreneurship • Products and processes in entrepreneurship • Linkages with other entrepreneurs • Business conventions and exhibitions • Personal improvement and growth 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • Projects • Written • Oral
2. Develop new products /markets	<ul style="list-style-type: none"> • Feasibility study for new markets/products • Identifying sources and sellers of supplies 	

Learning Outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Markets surveys 	
3. Expand markets and customers base	<ul style="list-style-type: none"> • Maintaining appropriate cash flow in the organization • Internal controls • Business break-even point • Business profitability determinants • Prudent purchases in an enterprise • Reducing business expenses • Good staff/workers and customer relations • Identifying and maintain new customers and markets • Product/ service promotions • Products / 	<ul style="list-style-type: none"> • Oral • Observation • Case studies • Individual/group assignments • projects • Written

Learning Outcome	Content	Suggested Assessment Methods
	<p>services diversification</p> <ul style="list-style-type: none"> • Strength, Weakness Opportunities and Threats (SWOT) / Political Economical Social Technological Environmental and Legal(PESTEL) analysis • Conducting a business survey • Market expansion • Small business records management • Book keeping and auditing for small businesses • Business support services • Small business resources 	

Learning Outcome	Content	Suggested Assessment Methods
	mobilization and utilization <ul style="list-style-type: none"> • Basic business social responsibility • Management of small business • Word processing concepts in small business management • Computer application software • Monitoring and controlling business operations 	
4. Motivate staff/ workers	<ul style="list-style-type: none"> • Flow of communication • Team building and team work • Staff development and enhancement • Culture of continuous improvement 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written • Oral

Learning Outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Problem solving skills 	
5. Expand employed capital	<ul style="list-style-type: none"> • Employed capital in small businesses • Share holdings • Business expansion and diversification • Re sources for growing small business • Small business strategic plan • Cooperate social responsibility • Computer software in business development • Information Communication Technology (ICT) and business growth 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written
6. Undertake county /regional business	<ul style="list-style-type: none"> • Region identification process 	<ul style="list-style-type: none"> • Oral • Observation • Case studies

Learning Outcome	Content	Suggested Assessment Methods
expansion	<ul style="list-style-type: none"> • Regional laws and regulation • Business regional expansion requirements 	<ul style="list-style-type: none"> • Individual/group assignments • projects • 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