ENTREPRENEURSHIP EDUCATION

UNIT CODE: LSM/CU/LM/BC/04/6/A

Relationship to occupational standards

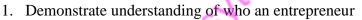
This unit addresses the unit of competency: Demonstrate understanding of entrepreneurship

Duration of unit: 100 hours

Unit Description

This unit covers the competencies required to demonstrate understanding of entrepreneurship. It involves demonstrating understanding of an entrepreneur, entrepreneurship and self-employment. It also involves identifying entrepreneurship opportunities, creating entrepreneurial awareness, applying entrepreneurial motivation and developing business innovative strategies.

Summary of Learning Outcomes



- 2. Demonstrate knowledge of entrepreneurship and self-employment
- 3. Identify entrepreneurship opportunities
- 4. Create entrepreneurial awareness
- 5. Apply entrepreneurial motivation
- 6. Develop business innovative strategies
- 7. Develop Business plan

		Suggested Assessment		
Learning Outcome	Content	Methods		

1.	Demonstrate knowledge of entrepreneurship and self- employment	 Importance of self-employment Requirements for entry into self-employment Role of an Entrepreneur in business Contributions of Entrepreneurs to National development 	Observation Case studies Individual/group assignments Projects Written tests
2.	Identify entrepreneurship opportunities	 Business ideas and opportunities Sources of business ideas Business life cycle Legal aspects of business Assessment of product demand Business environment Factors to consider when evaluating business environment Technology in business 	Observation Case studies Individual/group assignments Projects Written tests Oral questions Third party report Interviews
3.	Create entrepreneurial awareness	 Forms of businesses Sources of business finance Factors in selecting source of business finance Governing policies on Small Scale Enterprises (SSEs) Problems of starting and operating SSEs 	 Observation Case studies Individual/group assignments Projects Written tests Oral questions Third party report Interviews

4.	Apply	Internal and external	_	
7.		motivation		Observation
	entrepreneurial motivation			Case studies
	motivation	Motivational theories		Individual/group
		Self-assessment		assignments
		Entrepreneurial orientation		U U
		Effective communications in		Projects
		entrepreneurship		Written tests
		Principles of communication		Oral questions
		Entrepreneurial motivation		Third party
				report
_		 		Interviews
5.	Develop business	Innovation in business		Observation
	innovative strategies	Small business Strategic Plan		Case studies
		Creativity in business		
		development		Individual/group
		Linkages with other		assignments
		entrepreneurs		Projects
		ICT in business growth and		Written tests
		development		Oral questions
				Third party
		. Chi		report
6.	Develop Business	Business description		Observation
	Plan	Marketing plan		Casa studios
		Organizational/Management		Case studies
		plan		Individual/group
		Production/operation plan		assignments
		Financial plan		Projects
		Executive summary		Written tests
		Presentation of Business Plan		Oral questions
				Third party
				report
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Suggested Methods of instruction:

- 1. Direct instruction
- 2. Project
- 3. Case studies
- 4. Field trips
- 5. Discussions
- 6. Demonstration
- 7. Question and answer

- 8. Problem solving
- 9. Experiential
- 10. Internship
- 11. Team training
- 12. Guest speakers

Recommended Resources

- 1. Case studies
- 2. Business plan templates
- 3. Computers
- 4. Overhead projectors
- 5. Internet
- 6. Mobile phone
- 7. Video clips
- 8. Films
- 9. Newspapers and Handouts easylvet.com
- 10. Business Journals
- 11. Writing materials

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