ENTREPRENEURSHIP SKILLS

UNIT CODE: MED/CU/NUD/BC/04/5/A/A

Relationship to occupational standards

This unit addresses the Unit of Competency: Demonstrate Understanding of Entrepreneurship

Duration of unit: 70 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

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

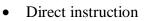
Learning Outcome	Content	Suggested Assessment Methods
1. Demonstrate knowledge of entrepreneurship and self-employment	 Importance of self-employment Requirements for entry into self-employment Role of an Entrepreneur in business Contributions of Entrepreneurs to National development Entrepreneurship culture in Kenya Born or made entrepreneurs 	 Individual/group assignments Projects Written tests Oral questions Third party report Interviews



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 Forms of business 	 Individual/group assignments Projects Written tests Oral questions Third party report Interviews
5.	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 	 Individual/group assignments Projects Written tests Oral questions Third party report Interviews
4.	Apply entrepreneurial motivation	 Internal and external motivation Motivational theories Self-assessment Entrepreneurial orientation Effective communications in entrepreneurship Principles of communication Entrepreneurial motivation 	 Case studies Individual/group assignments Projects Written tests Oral questions Third party report Interviews

-	ive strategies	 Innovation in business Small business Strategic Plan Creativity in business development Linkages with other entrepreneurs ICT in business growth and development 	 Case studies Individual/group assignments Projects Written tests Oral questions Third party report Interviews 			
6. Develop Plan	9 Business	 Business description Marketing plan Organizational/Management plan Production/operation plan Financial plan Executive summary Presentation of Business Plan 	 Case studies Individual/group assignments Projects Written tests Oral questions Third party report Interviews 			
Suggested Methods of instructions: • Direct instruction • Project						

Suggested Methods of instructions:



- Project •
- Case studies •
- Field trips •
- Discussions •
- Demonstration ٠
- Question and answer •
- Problem solving
- Experiential •
- Team training ٠

Recommended Resources

- Case studies •
- Business plan templates •
- Computers •
- Overhead projectors •
- Internet
- Mobile phone
- Video clips •

- Films
- Newspapers and Handouts
- Business Journals
- Writing materials

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