

## 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	<ul style="list-style-type: none"><li>• Importance of self-employment</li><li>• Requirements for entry into self-employment</li><li>• Role of an Entrepreneur in business</li><li>• Contributions of Entrepreneurs to National development</li><li>• Entrepreneurship culture in Kenya</li><li>• Born or made entrepreneurs</li></ul>	<ul style="list-style-type: none"><li>• Individual/group assignments</li><li>• Projects</li><li>• Written tests</li><li>• Oral questions</li><li>• Third party report</li><li>• Interviews</li></ul>

2. Identify entrepreneurship opportunities	<ul style="list-style-type: none"> <li>• Business ideas and opportunities</li> <li>• Sources of business ideas</li> <li>• Business life cycle</li> <li>• Legal aspects of business</li> <li>• Assessment of product demand</li> <li>• Business environment</li> <li>• Factors to consider when evaluating business environment</li> <li>• Technology in business</li> </ul>	<ul style="list-style-type: none"> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> <li>• Interviews</li> </ul>
3. Create entrepreneurial awareness	<ul style="list-style-type: none"> <li>• Forms of businesses</li> <li>• Sources of business finance</li> <li>• Factors in selecting source of business finance</li> <li>• Governing policies on Small Scale Enterprises (SSEs)</li> <li>• Problems of starting and operating SSEs</li> </ul>	<ul style="list-style-type: none"> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> <li>• Interviews</li> </ul>
4. Apply entrepreneurial motivation	<ul style="list-style-type: none"> <li>• Internal and external motivation</li> <li>• Motivational theories</li> <li>• Self-assessment</li> <li>• Entrepreneurial orientation</li> <li>• Effective communications in entrepreneurship</li> <li>• Principles of communication</li> <li>• Entrepreneurial motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> <li>• Interviews</li> </ul>

5. Develop business innovative strategies	<ul style="list-style-type: none"> <li>• Innovation in business</li> <li>• Small business Strategic Plan</li> <li>• Creativity in business development</li> <li>• Linkages with other entrepreneurs</li> <li>• ICT in business growth and development</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> <li>• Interviews</li> </ul>
6. Develop Business Plan	<ul style="list-style-type: none"> <li>• Business description</li> <li>• Marketing plan</li> <li>• Organizational/Management plan</li> <li>• Production/operation plan</li> <li>• Financial plan</li> <li>• Executive summary</li> <li>• Presentation of Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> <li>• Interviews</li> </ul>

**Suggested Methods of instructions:**

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

**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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