DEMONSTRATE ENTREPRENEURIAL SKILLS

UNIT CODE: MED/OS/NUD/BC/04/6/A

UNIT DESCRIPTION

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

ELEMENTS AND PERFORMANCE CRITERIA

ELEME	NT	PER	RFORMANCE CRITERIA
1. D	emonstrate	1. 1	Entrepreneurs and Business persons are
uı	nderstanding of an		distinguished as per principles of
E	ntrepreneur		entrepreneurship
		1. 2	Types of entrepreneurs are identified as per
			principles of entrepreneurship
		1. 3	Ways of becoming an Entrepreneur are
			identified as per principles of
			Entrepreneurship
		1.4	Characteristics of Entrepreneurs are
			identified as per principles of
			Entrepreneurship
		1. 5	Factors affecting Entrepreneurship
			development are explored as per principles of
			Entrepreneurship
2. D	emonstrate	2. 1	Entrepreneurship and self-employment are
uı	nderstanding of		distinguished as per principles of
E	ntrepreneurship and self-		entrepreneurship
er	mployment	2. 2	Importance of self-employment is analysed
			based on business procedures and strategies
		2. 3	Requirements for entry into self-
			employment are identified according to
			business procedures and strategies
		2. 4	Role of an Entrepreneur in business is
			determined according to business procedures
			and strategies

	2. 5 Contributions of Entrepreneurs to National
	development are identified as per business
	procedures and strategies
	2. 6 Entrepreneurship culture in Kenya is
	explored as per business procedures and
	strategies
	2. 7 Born or made Entrepreneurs are distinguished
	as per entrepreneurial traits
3. Identify Entrepreneurship	3.1 Sources of business ideas are identified as per
opportunities	business procedures and strategies
	3.2 Business ideas and opportunities are
	generated as per business procedures and
	strategies
	3.3 Business life cycle is analysed as per
	business procedures and strategies
	3.4 Legal aspects of business are identified as per
	procedures and strategies
	3.5 Product demand is assessed as per market
	strategies
	3.6 Types of <i>business environment</i> are identified
	and evaluated as per business procedures
	3.7 Factors to consider when evaluating business
	environment are explored based on business
	procedure and strategies
	3.8 Technology in business is incorporated as per
	best practice
4. Create entrepreneurial	4.1 <i>Forms of businesses</i> are explored as per
awareness	business procedures and strategies
	4.2 Sources of business finance are identified as
	per business procedures and strategies
	4.3 Factors in selecting source of business
	finance are identified as per business
	procedures and strategies
	4.4 Governing policies on Small Scale
	Enterprises (SSEs) are determined as per
	business procedures and strategies
	4.5 Problems of starting and operating SSEs are
	explored as per business procedures and
	strategies

	5.1 <i>Internal and external motivation</i> factors are	,
5. Apply entrepreneurial	determined in accordance with motivational	
motivation	theories	
	5.2 Self-assessment is carried out as per	
	entrepreneurial orientation	
	5.3 Effective communications are carried out in	
	accordance with communication principles	
	5.4 Entrepreneurial motivation is applied as per	
	motivational theories	
	6.1 Business innovation strategies are determine	d
6. Develop innovative	in accordance with the organization strategie	S
business strategies	6.2 Creativity in business development is	
	demonstrated in accordance with	
	business strategies	
	6.3 Innovative business strategies are	
	developed as per business principles	
	6.4 Linkages with other entrepreneurs are	
	created as per best practice	
	6.5 ICT is incorporated in business growth	
	and development as per best practice	
7. Develop Business Plan	7.1 Identified Business is described as per	
,. Bevelop Business I iaii	business procedures and strategies 7.2 Marketing plan is developed as per business	
	7.2 Marketing plan is developed as per business plan format	
	7.3 Organizational/Management plan is prepared	1
	in accordance with business plan format	L
	7.4 Production/operation plan in accordance with	h
	business plan format	-
	7.5 Financial plan is prepared in accordance with	ı
	the business plan format	
	7.6 Executive summary is prepared in accordance	e
	with business plan format	
	7.7 Business plan is presented as per best practic	e

RANGE

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
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1. Types of entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 3. Requirements for entry into selfemployment may include but not limited to: 4. Internal and external motivation may include but not limited to: 4. Internal and external motivation may include but not limited to: 5. Business environment may include but not limited to: 6. Forms of businesses may include but not limited to: 9. Initiators 9. Craft 9. Opportunistic 9. Creative 1. Innovative 9. Planner 9. Persistet 9. Parient 9. Independent 9. Technical skills 9. Management skills 9. Entrepreneurial skills 9. Entrepreneurial skills 9. Entrepreneurial skills 9. Passion 9. Freedom 9. Prestige 9. Rewards 9. Punishment 9. Enabling environment 9. Government policies 1. External 1. Internal 2. Sole proprietorship 2. Partnership 2. Limited companies 2. Cooperatives		
Craft Opportunistic Speculators Creative Innovative Planner Risk taker Networker Confident Flexible Persistent Patient Independent Future oriented Coal oriented Soal oriented Infrastructure Infrastructure Infrastructure Internal and external motivation may include but not limited to: Infrastructure Internal end external motivation Government Enabling environment Enabling environment Government policies External Internal I		 Innovators
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but not limited to: • Limited companies		Sole proprietorship
• Limited companies	_	 Partnership
• Cooperatives	but not limited to:	 Limited companies
		 Cooperatives

7. Governing policies may include but not limited to:	 Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs Developing IT tools for entrepreneurs
8. Innovative business strategies may include but not limited to:	 New products New methods of production New markets New sources of supplies Change in industrialization

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

The individual needs to demonstrate the following skills:

- Analytical
- Management
- Problem-solving
- Root-cause analysis
- Communication

Required Knowledge

The individual needs to demonstrate knowledge of:

- Decision making
- Business communication
- Change management
- Competition
- Risk
- Net working
- Time management
- Leadership
- Factors affecting entrepreneurship development
- Principles of Entrepreneurship
- Features and benefits of common operational practices, e. g., continuous improvement (kaizen), waste elimination,

- Conflict resolution
- Health, safety and environment (HSE) principles and requirements
- Customer care strategies
- Basic financial management
- Business strategic planning
- Impact of change on individuals, groups and industries
- Government and regulatory processes
- Local and international market trends
- Product promotion strategies
- Market and feasibility studies
- Government and regulatory processes
- Local and international business environment
- Relevant developments in other industries
- Regional/ County business expansion strategies

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of	1. 1	
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Competency	1. 2	Distinguished entrepreneurs and businesspersons
		correctly
	1. 3	Identified ways of becoming an entrepreneur
		appropriately
	1. 4	Explored factors affecting entrepreneurship
		development appropriately
	1. 5	Analysed importance of self-employment
		accurately
	1. 6	Identified requirements for entry into self-
		employment correctly
	1. 7	• •
		5
	1.8	11
		correctly
	1. 9	Analysed business life cycle accurately
	1. 10	Identified legal aspects of business correctly
	1. 11	Assessed product demand accurately
	1. 12	Determined Internal and external motivation
		factors appropriately
	1. 13	1 1
	1. 14	Identified sources of business finance correctly
	1, 17	rachiffica sources of ousiness finance coffeetly

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	1. 15 Determined Governing policy on small scale
	enterprise appropriately
	1. 16 Explored problems of starting and operating SSEs
	effectively
	1. 17 Developed Marketing,
	Organizational/Management,
	Production/Operation and Financial plans
	correctly
	1. 18 Prepared executive summary correctly
	1. 19 Determined business innovative strategies
	appropriately
	1. 20 Presented business plan effectively
2. Resource	The following resources should be provided:
Implications	2.1 Access to relevant workplace where assessment
	can take place
	2.2 Appropriately simulated environment where
	assessment can take place
3. Methods of	3.1 Written tests
Assessment	3.2 Oral questions
	3.3 Third party report
	3.4 Interviews
	3.5 Portfolio of Evidence
4. Context of	Competency may be assessed
Assessment	4.1 On-the-job
	4.2 Off-the –job
	4.3 During Industrial attachment
5. Guidance	Holistic assessment with other units relevant to the
information for	industry sector, workplace and job role is recommended.
assessment	