# ENTREPRENEURAL SKILLS

## UNIT CODE: CON/CU/PL/BC/03/5/A

## **Relationship to occupational standards**

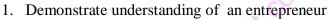
This unit addresses the Unit of Competency: Demonstrate Entrepreneurial Skills

## Duration of unit: 70 hours

## **Unit Description**

This unit 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 innovative business strategies
- 7. Develop Business plan

Learning Outcome	Content	Suggested Assessment Methods
1. Demonstrate knowledge of entrepreneurship and self- employment	<ul> <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</li> </ul>	<ul> <li>Individual/group assignments</li> <li>Projects</li> <li>Written tests</li> <li>Oral questions</li> <li>Third party</li> </ul>

2.	Identify entrepreneurship opportunities	<ul> <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> <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> <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> <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> <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> <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> <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> <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> <li>Business description</li> <li>Marketing plan</li> <li>Organizational/Management</li> <li>plan</li> <li>Production/operation plan</li> <li>Financial plan</li> <li>Executive summary</li> <li>Presentation of Business Plan</li> </ul>	<ul> <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 i <ul> <li>Direct instruct</li> <li>Project</li> <li>Case studies</li> <li>Field tring</li> </ul>	100	

# **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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