

## DEMONSTRATE ENTREPRENEURIAL SKILLS

UNIT CODE : BUS/OS/PM/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

ELEMENT	PERFORMANCE CRITERIA
1. Demonstrate understanding of an Entrepreneur	<ul style="list-style-type: none"><li>1. 1 Entrepreneurs and Business persons are distinguished as per principles of entrepreneurship</li><li>1. 2 <i>Types of entrepreneurs</i> are identified as per principles of entrepreneurship</li><li>1. 3 Ways of becoming an Entrepreneur are identified as per principles of Entrepreneurship</li><li>1. 4 <i>Characteristics of Entrepreneurs</i> are identified as per principles of Entrepreneurship</li><li>1. 5 Factors affecting Entrepreneurship development are explored as per principles of Entrepreneurship</li></ul>
2. Demonstrate understanding of Entrepreneurship and self-employment	<ul style="list-style-type: none"><li>2. 1 Entrepreneurship and self-employment are distinguished as per principles of entrepreneurship</li><li>2. 2 Importance of self-employment is analysed based on business procedures and strategies</li><li>2. 3 <i>Requirements for entry into self-employment</i> are identified according to business procedures and strategies</li><li>2. 4 Role of an Entrepreneur in business is determined according to business procedures and strategies</li><li>2. 5 Contributions of Entrepreneurs to National development are identified as per business procedures and strategies</li><li>2. 6 Entrepreneurship culture in Kenya is explored as per business procedures and</li></ul>

	<p>strategies</p> <p>2.7 Born or made Entrepreneurs are distinguished as per entrepreneurial traits</p>
3. Identify Entrepreneurship opportunities	<p>3.1 Sources of business ideas are identified as per business procedures and strategies</p> <p>3.2 Business ideas and opportunities are generated as per business procedures and strategies</p> <p>3.3 Business life cycle is analysed as per business procedures and strategies</p> <p>3.4 Legal aspects of business are identified as per procedures and strategies</p> <p>3.5 Product demand is assessed as per market strategies</p> <p>3.6 Types of <b>business environment</b> are identified and evaluated as per business procedures</p> <p>3.7 Factors to consider when evaluating business environment are explored based on business procedure and strategies</p> <p>3.8 Technology in business is incorporated as per best practice</p>
4. Create entrepreneurial awareness	<p>4.1 <b>Forms of businesses</b> are explored as per business procedures and strategies</p> <p>4.2 Sources of business finance are identified as per business procedures and strategies</p> <p>4.3 Factors in selecting source of business finance are identified as per business procedures and strategies</p> <p>4.4 <b>Governing policies</b> on Small Scale Enterprises (SSEs) are determined as per business procedures and strategies</p> <p>4.5 Problems of starting and operating SSEs are explored as per business procedures and strategies</p>
5. Apply entrepreneurial motivation	<p>5.1 <b>Internal and external motivation</b> factors are determined in accordance with motivational theories</p> <p>5.2 Self-assessment is carried out as per entrepreneurial orientation</p> <p>5.3 Effective communications are carried out in accordance with communication principles</p> <p>5.4 Entrepreneurial motivation is applied as per</p>

	motivational theories
6. Develop innovative business strategies	<p>6.1 Business innovation strategies are determined in accordance with the organization strategies</p> <p>6.2 Creativity in business development is demonstrated in accordance with business strategies</p> <p>6.3 <b><i>Innovative business strategies</i></b> are developed as per business principles</p> <p>6.4 Linkages with other entrepreneurs are created as per best practice</p> <p>6.5 ICT is incorporated in business growth and development as per best practice</p>
7. Develop Business Plan	<p>7.1 Identified Business is described as per business procedures and strategies</p> <p>7.2 Marketing plan is developed as per business plan format</p> <p>7.3 Organizational/Management plan is prepared in accordance with business plan format</p> <p>7.4 Production/operation plan in accordance with business plan format</p> <p>7.5 Financial plan is prepared in accordance with the business plan format</p> <p>7.6 Executive summary is prepared in accordance with business plan format</p> <p>7.7 Business plan is presented as per best practice</p>

### **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.

<b>Variable</b>	<b>Range</b>
1. Types of entrepreneurs may include but not limited to:	<ul style="list-style-type: none"> <li>• Innovators</li> <li>• Imitators</li> <li>• Craft</li> <li>• Opportunistic</li> <li>• Speculators</li> </ul>
2. Characteristics of Entrepreneurs may include but not limited to:	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Innovative</li> </ul>

	<ul style="list-style-type: none"> <li>• Planner</li> <li>• Risk taker</li> <li>• Networker</li> <li>• Confident</li> <li>• Flexible</li> <li>• Persistent</li> <li>• Patient</li> <li>• Independent</li> <li>• Future oriented</li> <li>• Goal oriented</li> </ul>
3. Requirements for entry into self-employment may include but not limited to	<ul style="list-style-type: none"> <li>• Technical skills</li> <li>• Management skills</li> <li>• Entrepreneurial skills</li> <li>• Resources</li> <li>• Infrastructure</li> </ul>
4. Internal and external motivation may include but not limited to:	<ul style="list-style-type: none"> <li>• Interest</li> <li>• Passion</li> <li>• Freedom</li> <li>• Prestige</li> <li>• Rewards</li> <li>• Punishment</li> <li>• Enabling environment</li> <li>• Government policies</li> </ul>
5. Business environment may include but not limited to:	<ul style="list-style-type: none"> <li>• External</li> <li>• Internal</li> <li>• Intermediate</li> </ul>
6. Forms of businesses may include but not limited to:	<ul style="list-style-type: none"> <li>• Sole proprietorship</li> <li>• Partnership</li> <li>• Limited companies</li> <li>• Cooperatives</li> </ul>
7. Governing policies may include but not limited to:	<ul style="list-style-type: none"> <li>• Increasing scope for finance</li> <li>• Promoting cooperation between entrepreneurs and private sector</li> <li>• Reducing regulatory burden on entrepreneurs</li> <li>• Developing IT tools for entrepreneurs</li> </ul>
8. Innovative business strategies may include but not limited to:	<ul style="list-style-type: none"> <li>• New products</li> <li>• New methods of production</li> <li>• New markets</li> </ul>

	<ul style="list-style-type: none"> <li>• New sources of supplies</li> <li>• Change in industrialization</li> </ul>
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## 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.

<p>1. Critical Aspects of Competency</p>	<p>1.1 Assessment requires evidence that the candidate:</p> <p>1.2 Distinguished entrepreneurs and businesspersons correctly</p> <p>1.3 Identified ways of becoming an entrepreneur appropriately</p> <p>1.4 Explored factors affecting entrepreneurship development appropriately</p> <p>1.5 Analysed importance of self-employment accurately</p> <p>1.6 Identified requirements for entry into self-employment correctly</p> <p>1.7 Identified sources of business ideas correctly</p> <p>1.8 Generated Business ideas and opportunities correctly</p> <p>1.9 Analysed business life cycle accurately</p> <p>1.10 Identified legal aspects of business correctly</p> <p>1.11 Assessed product demand accurately</p> <p>1.12 Determined Internal and external motivation factors appropriately</p> <p>1.13 Carried out communications effectively</p> <p>1.14 Identified sources of business finance correctly</p> <p>1.15 Determined Governing policy on small scale enterprise appropriately</p> <p>1.16 Explored problems of starting and operating SSEs effectively</p> <p>1.17 Developed Marketing, Organizational/Management, Production/Operation and Financial plans correctly</p> <p>1.18 Prepared executive summary correctly</p> <p>1.19 Determined business innovative strategies appropriately</p> <p>1.20 Presented business plan effectively</p>
<p>2. Resource Implications</p>	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace where assessment</p>

	<p>can take place</p> <p>2.2 Appropriately simulated environment where assessment can take place</p>
3. Methods of Assessment	<p>3.1 Written tests</p> <p>3.2 Oral questions</p> <p>3.3 Third party report</p> <p>3.4 Interviews</p> <p>3.5 Portfolio of Evidence</p>
4. Context of Assessment	<p>Competency may be assessed</p> <p>4.1 On-the-job</p> <p>4.2 Off-the-job</p> <p>4.3 During Industrial attachment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

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