

## DEMONSTRATE ENTREPRENEURIAL SKILLS

**UNIT CODE :** ENG/OS/RAC/BC/03/5/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

| <b>ELEMENT</b>  | <b>PERFORMANCE CRITERIA</b>  |
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| <p>These describe the key outcomes which make up workplace function</p>     | <p>These are assessable statements that specify the required level of performance for each of the elements.</p> <p><b><i>Bold and italicized terms are elaborated in the Range</i></b></p>   |
| <p>1. Demonstrate understanding of an Entrepreneur</p>                      | <p>1.1 Entrepreneurs and Businesspersons are distinguished as per principles of entrepreneurship</p> <p>1.2 <b><i>Types of entrepreneurs</i></b> are identified as per principles of entrepreneurship</p> <p>1.3 Ways of becoming an Entrepreneur are identified as per principles of Entrepreneurship</p> <p>1.4 <b><i>Characteristics of Entrepreneurs</i></b> are identified as per principles of Entrepreneurship</p> <p>1.5 Factors affecting Entrepreneurship development are explored as per principles of Entrepreneurship</p> |
| <p>2. Demonstrate understanding of Entrepreneurship and self-employment</p> | <p>2.1 Entrepreneurship and self-employment are distinguished as per principles of entrepreneurship</p> <p>2.2 Importance of self-employment is analysed based on business procedures and strategies</p> <p>2.3 <b><i>Requirements for entry into self-employment</i></b> are identified according to business procedures and strategies</p> <p>2.4 Role of an Entrepreneur in business is determined according to business procedures and strategies</p> <p>2.5 Contributions of Entrepreneurs to National</p>                        |

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|  | <p>development are identified as per business procedures and strategies</p> <p>2.6 Entrepreneurship culture in Kenya is explored as per business procedures and 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 <i>business environment</i> 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 <i>Forms of businesses</i> 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 <i>Governing policies</i> 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 <i>Internal and external motivation</i> factors are determined in accordance with motivational theories</p> <p>5.2 Self-assessment is carried out as per</p>   |

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|   | <p>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 motivational theories</p>  |
| 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 <i>Innovative business strategies</i> 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.

| Variable  | Range  |
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| 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                       | <ul style="list-style-type: none"> <li>• Creative</li> </ul>   |

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| may include but not limited to:   | <ul style="list-style-type: none"> <li>• Innovative</li> <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> </ul>  |

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|  | <ul style="list-style-type: none"> <li>• New methods of production</li> <li>• New markets</li> <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.

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| 1. Critical Aspects of Competency | <p>Assessment requires evidence that the candidate:</p> <ul style="list-style-type: none"> <li>1.1 Distinguished entrepreneurs and business persons correctly</li> <li>1.2 Identified ways of becoming an entrepreneur appropriately</li> <li>1.3 Explored factors affecting entrepreneurship development appropriately</li> <li>1.4 Analysed importance of self-employment accurately</li> <li>1.5 Identified requirements for entry into self-employment correctly</li> <li>1.6 Identified sources of business ideas correctly</li> <li>1.7 Generated Business ideas and opportunities correctly</li> <li>1.8 Analysed business life cycle accurately</li> <li>1.9 Identified legal aspects of business correctly</li> <li>1.10 Assessed product demand accurately</li> <li>1.11 Determined Internal and external motivation factors appropriately</li> <li>1.12 Carried out communications effectively</li> <li>1.13 Identified sources of business finance correctly</li> <li>1.14 Determined Governing policy on small scale enterprise appropriately</li> <li>1.15 Explored problems of starting and operating SSEs effectively</li> <li>1.16 Developed Marketing, Organizational/Management, Production/Operation and Financial plans correctly</li> <li>1.17 Prepared executive summary correctly</li> <li>1.18 Determined business innovative strategies appropriately</li> <li>1.19 Presented business plan effectively</li> </ul> |
| 2. Resource Implications          | <p>The following resources should be provided:</p> <ul style="list-style-type: none"> <li>2.1 Access to relevant workplace where assessment can take place</li> <li>2.2 Appropriately simulated environment where assessment can take place</li> </ul>   |
| 3. Methods of                     | Competency may be assessed through:  |

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| Assessment                             | <ul style="list-style-type: none"> <li>3.1 Written tests</li> <li>3.2 Oral questions</li> <li>3.3 Third party report</li> <li>3.4 Interviews</li> <li>3.5 Portfolio</li> </ul> |
| 4. Context of Assessment               | <p>Competency may be assessed:</p> <ul style="list-style-type: none"> <li>4.1 On-the-job</li> <li>4.2 Off-the –job</li> <li>4.3 During Industrial attachment</li> </ul>        |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.   |

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