

## **ENTREPRENEURIAL SKILLS**

### **UNIT CODE: BUS/CU/SC/BC/04/5**

#### **Relationship to Occupational Standards**

This unit addresses the unit of competency: Demonstrate entrepreneurial skills.

**Duration of Unit:** 70 Hours

#### **Unit Description**

This unit describes the competencies critical to demonstration of entrepreneurial aptitudes. It involves, developing business innovation strategies, developing new markets, customer base, expanding employed capital and undertaking regional/county expansion while retaining motivated staff.

#### **Summary of Learning Outcomes**

1. Develop business innovation strategies
2. Develop new products/ markets
3. Expand customers and product lines
4. Motivate all staff/workers
5. Expand employed capital base
6. Undertake regional/county business expansion

## Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Develop business Innovation strategies	<ul style="list-style-type: none"> <li>• Innovation in business</li> <li>• Business innovation strategies</li> <li>• Creativity for business development</li> <li>• New technologies in entrepreneurship</li> <li>• Linkages with other entrepreneurs</li> <li>• Setting strategic directions</li> <li>• New ideas and approaches</li> <li>• Entrepreneurial skills development</li> <li>• Market trends</li> <li>• Monitoring and anticipating market trends</li> <li>• Products and processes in entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• Projects</li> <li>• Written</li> <li>• Oral</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<ul style="list-style-type: none"> <li>• Business conventions ad exhibitions</li> <li>• Business growth refocus</li> </ul>	
2. Develop new products/ markets	<ul style="list-style-type: none"> <li>• Feasibility study for new products</li> <li>• Identifying new sources of raw material and resources</li> <li>• New target markets/customers</li> <li>• Increasing products and services</li> <li>• Marketing improvement</li> <li>• Intrapreneurship and business growth</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/ group assignments</li> <li>• Projects</li> <li>• Written</li> <li>• Oral</li> </ul>
3. Expand customers and product lines	<ul style="list-style-type: none"> <li>• Market demand</li> <li>• Regulatory environment</li> <li>• Creating product and services competitive advantages</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/ group assignments</li> <li>• Projects</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<ul style="list-style-type: none"> <li>• Creating royal client base</li> <li>• Identifying and maintain new customers and markets</li> <li>• Advance product/ service promotions</li> <li>• Advance market expansion</li> <li>• Small business records management</li> <li>• Book keeping and auditing for small businesses</li> <li>• ICT in customer and product diversification</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Oral</li> </ul>
4. Motivate staff/ workers	<ul style="list-style-type: none"> <li>• Motivation of workers</li> <li>• Communication at workplace for motivation purpose</li> <li>• Problem solving</li> <li>• Conflict resolution at place of work</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/ group assignments</li> <li>• projects</li> <li>• Written</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<ul style="list-style-type: none"> <li>• Good staff/worker's relation</li> <li>• Team building and team work</li> <li>• Staff development and enhancement</li> <li>• Culture of continuous improvement</li> </ul>	
5. Expand employed capital base	<ul style="list-style-type: none"> <li>• Employed capital in business</li> <li>• Business share holdings</li> <li>• Types of shares</li> <li>• Shares diversification</li> <li>• Role of shareholders</li> <li>• Intrapreneurship</li> <li>• Increasing products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> <li>• projects</li> <li>• Written</li> <li>• Oral</li> </ul>
6. Undertake county/ regional business expansion	<ul style="list-style-type: none"> <li>• Region/ county identification process</li> <li>• Regional/ county laws and regulation</li> <li>• Business</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Case studies</li> <li>• Individual/group assignments</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	regional/county expansion <ul style="list-style-type: none"> <li>• Regional/ County business expansion</li> <li>• Innovation in business</li> <li>• Business expansion and diversification</li> <li>• Resources for regional/county expansion</li> <li>• Small business Strategic Plan</li> <li>• ICT and business growth</li> </ul>	<ul style="list-style-type: none"> <li>• projects</li> <li>• Written</li> <li>• Oral</li> </ul>

### **Suggested Delivery Methods**

- Instructor led facilitation of theory
- Demonstration by trainer
- Practice by trainee
- Role play
- Case study

## **Recommended Resources**

- Case studies for small businesses
- Business plan templates
- Laptop/ desktop computers
- Internet
- Telephone
- Writing materials

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