

## ENTREPRENEURIAL SKILLS

**UNIT CODE:** BUS/CU/SC/BC/04/6/A

### Relationship to Occupational Standards

This unit addresses the Unit of Competency: Demonstrate Entrepreneurial Skills

**Duration of unit:** 100 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

1. Demonstrate understanding of who an entrepreneur
2. Demonstrate knowledge of entrepreneurship and self-employment
3. Identify entrepreneurship opportunities
4. Create entrepreneurial awareness
5. Apply entrepreneurial motivation
6. Develop business innovative strategies
7. Develop Business plan

### Learning Outcomes, Content and Methods of Assessment

Learning Outcome	Content	Methods of Assessment
1. Demonstrate knowledge of entrepreneurship and self-employment	<ul style="list-style-type: none"><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 Entrepreneurs to National development</li><li>• Entrepreneurship culture in Kenya</li><li>• Born or made entrepreneurs</li></ul>	<ul style="list-style-type: none"><li>• Individual/group assignments</li><li>• Projects</li><li>• Written tests</li><li>• Oral questions</li><li>• Third party report</li></ul>

<p>2. Identify entrepreneurship opportunities</p>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>
<p>3. Create entrepreneurial awareness</p>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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>
<p>4. Apply entrepreneurial motivation</p>	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <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 style="list-style-type: none"> <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 style="list-style-type: none"> <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 style="list-style-type: none"> <li>• Business description</li> <li>• Marketing plan</li> <li>• Organizational/Management plan</li> <li>• Production/operation plan</li> <li>• Financial plan</li> <li>• Executive summary</li> <li>• Presentation of Business Plan</li> </ul>	<ul style="list-style-type: none"> <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 Instruction

- 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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