DEMONSTRATE ENTREPRENEURIAL SKILLS

UNIT CODE: SES/OS/CS/BC/03/6/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	1. 1 Entrepreneurs and Business persons are
understanding of an	distinguished as per principles of
Entrepreneur	entrepreneurship
	1. 2 Types of entrepreneurs are identified as per
	principles of entrepreneurship
0	1. 3 Ways of becoming an Entrepreneur are
×	identified as per principles of
	Entrepreneurship
	1.4 Characteristics of Entrepreneurs are
	identified as per principles of
	Entrepreneurship
	1. 5 Factors affecting Entrepreneurship
	development are explored as per principles
	of Entrepreneurship
2. Demonstrate	2. 1 Entrepreneurship and self-employment are
understanding of	distinguished as per principles of
Entrepreneurship and	entrepreneurship
self-employment	2. 2 Importance of self-employment is analysed
	based on business procedures and strategies
	2. 3 Requirements for entry into self-
	employment are identified according to
	business procedures and strategies
	2. 4 Role of an Entrepreneur in business is
	determined according to business procedures
	and strategies

© TVET CDACC 2019

	2. 5	Contributions of Entrepreneurs to National
		development are identified as per business
		procedures and strategies
	2. 6	
		explored as per business procedures and
		strategies
	2. 7	Born or made Entrepreneurs are
		distinguished as per entrepreneurial traits
3. Identify Entrepreneurship	3.1	Sources of business ideas are identified as
opportunities		per business procedures and strategies
	3.2	
		generated as per business procedures and
		strategies
	3.3	Business life cycle is analysed as per
		business procedures and strategies
	3.4	_
		per procedures and strategies
	3.5	Product demand is assessed as per market
		strategies
	3.6	Types of business environment are
		identified and evaluated as per business
		procedures
	3.7	Factors to consider when evaluating business
	25	environment are explored based on business
Q	,0	procedure and strategies
	3.8	Technology in business is incorporated as
		per best practice
4. Create entrepreneurial	4.1	Forms of businesses are explored as per
awareness		business procedures and strategies
	4.2	Sources of business finance are identified as
		per business procedures and strategies
	4.3	ε
		finance are identified as per business
		procedures and strategies
	4.4	Governing policies on Small Scale
		Enterprises (SSEs) are determined as per
		business procedures and strategies
	4.5	Problems of starting and operating SSEs are
		explored as per business procedures and
		strategies
5. Apply entrepreneurial	5.1	Internal and external motivation factors are
motivation		determined in accordance with motivational
		theories

© TVET CDACC 2019

	5.2 Self-assessment is carried out as per
	entrepreneurial orientation
	5.3 Effective communications are carried out in
	accordance with communication principles
4	5.4 Entrepreneurial motivation is applied as per
	motivational theories
6. Develop innovative	5.1 Business innovation strategies are
business strategies	determined in accordance with the
	organization strategies
	5.2 Creativity in business development is
	demonstrated in accordance with
	business strategies
	5.3 Innovative business strategies are
	developed as per business principles
	5.4 Linkages with other entrepreneurs are
	created as per best practice
	5.5 ICT is incorporated in business
	growth and development as per best
	practice
7. Develop Business Plan	7.1 Identified Business is described as per
	business procedures and strategies
	7.2 Marketing plan is developed as per business
	plan format
	7.3 Organizational/Management plan is prepared
Ø	in accordance with business plan format
	7.4 Production/operation plan in accordance
	with business plan format
	7.5 Financial plan is prepared in accordance with
	the business plan format
	7.6 Executive summary is prepared in
	accordance with business plan format
	7.7 Business plan is presented as per best
	practice

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
Types of entrepreneurs may include but not limited to:	InnovatorsImitators
	• Craft

© TVET CDACC 2019

2. Characteristics of Entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 2. Characteristics of Entrepreneurs may include but not limited to: 3. Requirements for entry into selfent polyment may include but not limited to: 4. Internal and external motivation may include but not limited to: 4. Internal and external motivation may include but not limited to: 5. Business environment may include but not limited to: 5. Business environment may include but not limited to: 6. Forms of businesses may include but not limited to: 7. Governing policies may include but not limited to: 8. Cooperatives 9. Creative 1. Innovative 9. Planner 1. Risk taker 9. Networker 1. Independent 9. Technical skills 9. Entrepreneurial skills 9. Entrepreneurial skills 9. Entrepreneurial skills 9. Interest 9. Passion 9. Freedom 9. Prestige 9. Rewards 9. Punishment 9. Eabling environment 9. Government policies 9. External 1. Internal		
2. Characteristics of Entrepreneurs may include but not limited to: Panner		
may include but not limited to: Planner		• Speculators
Planner Risk taker Networker Confident Flexible Persistent Patient Independent Future oriented Goal oriented Technical skills Management skills Entrepreneurial skills Entrepreneurial skills Resources Infrastructure 4. Internal and external motivation may include but not limited to: Freedom Prestige Rewards Punishment Enabling environment Government policies Fixernal Internal I		• Creative
Risk taker Networker Confident Flexible Persistent Patient Independent Future oriented Goal oriented Technical skills Entrepreneurial skills Entrepreneurial skills Entrepreneurial skills Resources Infrastructure 4. Internal and external motivation may include but not limited to: Passion Freedom Prestige Rewards Punishment Enabling environment Government policies External Internal Internal	may include but not limited to:	 Innovative
Networker Confident Flexible Persistent Patient Independent Future oriented Goal oriented Goal oriented 3. Requirements for entry into selfemployment may include but not limited to Internal and external motivation may include but not limited to: 4. Internal and external motivation may include but not limited to: Preedom Prestige Rewards Punishment Enabling environment Enabling environment Government policies 5. Business environment may include but not limited to: 1. External Internal		• Planner
Confident Flexible Persistent Patient Independent Future oriented Goal oriented Goal oriented Technical skills Management skills Entrepreneurial skills Entrepreneurial skills Flexible Goal oriented Technical skills Management skills Interpreneurial skills Flexible Management Management skills Interpreneurial skills Flexible Management Management Management skills Interpreneurial skills Flexible Management Manage		Risk taker
Persistent Patient Independent Future oriented Goal oriented Technical skills Entrepreneurial skills Entrepreneurial skills Entrepreneurial skills Entrepreneurial skills Infrastructure Infrastructure Infrastructure Infrastructure Infrastructure Infrastructure Enabling environment Enabling environment Government policies External Internal Intern		 Networker
Persistent Patient Independent Future oriented Goal oriented Technical skills Entrepreneurial skills Entrepreneuriales Interest Particular skills Entrepreneurial skills Entrepre		• Confident
Patient Independent Future oriented Goal oriented Technical skills Management skills Entrepreneurial skills Entrepreneurial skills Entrepreneurial skills Infrastructure Infrastructure Interest Passion Freedom Prestige Rewards Punishment Enabling environment Enabling environment Enabling environment Enabling environment Enabling environment Finetrenal Internal Intern		• Flexible
Independent Future oriented Goal oriented 3. Requirements for entry into selfemployment may include but not limited to 4. Internal and external motivation may include but not limited to: 4. Internal and external motivation may include but not limited to: 5. Business environment may include but not limited to: 6. Forms of businesses may include but not limited to: 7. Governing policies may include but not limited to: 9. Interest 9. Passion 9. Prestige 9. Rewards 9. Punishment 9. Enabling environment 9. Government policies 9. External 1. Internal 1. Internal 9. Internal policies 9. Partnership 9. Limited companies 9. Cooperatives 9. Increasing scope for finance 9. Promoting cooperation between entrepreneurs and private sector 9. Reducing regulatory burden on entrepreneurs		 Persistent
Requirements for entry into selfemployment may include but not limited to Technical skills Management skills Entrepreneurial skills Resources Infrastructure 4. Internal and external motivation may include but not limited to: Passion Freedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal		• Patient
Goal oriented Goal oriented Goal oriented Goal oriented Technical skills Management skills Entrepreneurial skills Resources Infrastructure 4. Internal and external motivation may include but not limited to: Passion Freedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal		Independent
3. Requirements for entry into selfemployment may include but not limited to 4. Internal and external motivation may include but not limited to: 4. Internal and external motivation may include but not limited to: 5. Business environment may include but not limited to: 6. Forms of businesses may include but not limited to: 7. Governing policies may include but not limited to: 7. Governing policies may include but not limited to: 8. Technical skills 9. Management skills 9. Resources 1. Interest 9. Passion 9. Prestige 9. Rewards 9. Punishment 9. External 9. Internal 9. Internal 9. Internal 9. Internal 9. Sole proprietorship 9. Partnership 9. Limited companies 9. Cooperatives 1. Increasing scope for finance 9. Promoting cooperation between entrepreneurs and private sector 9. Reducing regulatory burden on entrepreneurs		Future oriented
employment may include but not limited to Management skills		Goal oriented
employment may include but not limited to Management skills		
limited to Entrepreneurial skills Resources Infrastructure 4. Internal and external motivation may include but not limited to: Passion Freedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Inter	3. Requirements for entry into self-	Technical skills
Resources Infrastructure 4. Internal and external motivation may include but not limited to: Passion Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Reducing regulatory burden on entrepreneurs	employment may include but not	 Management skills
4. Internal and external motivation may include but not limited to: Passion Preedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Interna	limited to	Entrepreneurial skills
 4. Internal and external motivation may include but not limited to: Passion Freedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Internal Internal 6. Forms of businesses may include but not limited to: Sole proprietorship Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		• Resources
may include but not limited to: Passion Preedom Prestige Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Internal Intermediate Sole proprietorship Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Partnership Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs		 Infrastructure
Freedom Prestige Rewards Punishment Enabling environment Government policies Internal Internal Intermediate Sole proprietorship Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs	4. Internal and external motivation	Interest
Prestige Rewards Punishment Enabling environment Government policies Internal Intermediate Sole proprietorship Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs	may include but not limited to:	• Passion
 Rewards Punishment Enabling environment Government policies 5. Business environment may include but not limited to: Internal Intermediate 6. Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 	257	• Freedom
Punishment Enabling environment Government policies S. Business environment may include but not limited to:	⊗°	 Prestige
 Enabling environment Government policies Business environment may include but not limited to: Internal Internal Sole proprietorship Partnership Limited companies Cooperatives Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		• Rewards
 Government policies Business environment may include but not limited to: Internal Intermediate Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives Governing policies may include but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		Punishment
 5. Business environment may include but not limited to: Internal Intermediate 6. Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		 Enabling environment
 include but not limited to: Internal Intermediate 6. Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		Government policies
 Intermediate Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 	5. Business environment may	External
 6. Forms of businesses may include but not limited to: Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 	include but not limited to:	• Internal
but not limited to: Partnership Limited companies Cooperatives 7. Governing policies may include but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs		Intermediate
 Limited companies Cooperatives Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 	6. Forms of businesses may include	Sole proprietorship
 Cooperatives Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 	but not limited to:	 Partnership
 7. Governing policies may include but not limited to: Increasing scope for finance Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		Limited companies
 but not limited to: Promoting cooperation between entrepreneurs and private sector Reducing regulatory burden on entrepreneurs 		 Cooperatives
entrepreneurs and private sector • Reducing regulatory burden on entrepreneurs	7. Governing policies may include	Increasing scope for finance
Reducing regulatory burden on entrepreneurs	but not limited to:	Promoting cooperation between
entrepreneurs		entrepreneurs and private sector
		Reducing regulatory burden on
Developing IT tools for		-
		Developing IT tools for

	entrepreneurs
8. Innovative business strategies	New products
may include but not limited to:	 New methods of production
	 New markets
	 New sources of supplies
	Change in industrialization

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.

1. 1	Assessment requires evidence that the
	candidate:
1. 2	Distinguished entrepreneurs and
	businesspersons correctly
1. 3	Identified ways of becoming an entrepreneur
	appropriately
1.4	Explored factors affecting entrepreneurship
	development appropriately
1. 5	Analysed importance of self-employment
	accurately
1. 6	Identified requirements for entry into self-
	employment correctly
1. 7	Identified sources of business ideas correctly
1. 8	Generated Business ideas and opportunities
0	correctly
1. 9	Analysed business life cycle accurately
1. 10	Identified legal aspects of business correctly
1. 11	Assessed product demand accurately
1. 12	Determined Internal and external motivation
	factors appropriately
1. 13	Carried out communications effectively
1. 14	Identified sources of business finance correctly
1. 15	Determined Governing policy on small scale
	enterprise appropriately
1. 16	Explored problems of starting and operating
	SSEs effectively
1. 17	Developed Marketing,
	Organizational/Management,
	Production/Operation and Financial plans
	correctly
1. 18	Prepared executive summary correctly
1. 19	Determined business innovative strategies
	appropriately
	1. 6 1. 7 1. 8 1. 9 1. 10 1. 11 1. 12 1. 13 1. 14 1. 15 1. 16 1. 17

	1. 20 Presented business plan effectively
2. Resource	The following resources should be provided:
Implications	2.1 Access to relevant workplace where assessment
	can take place
	2.2 Appropriately simulated environment where
	assessment can take place
3. Methods of	3.1 Written tests
Assessment	3.2 Oral questions
	3.3 Third party report
	3.4 Interviews
	3.5 Portfolio of Evidence
4. Context of	Competency may be assessed
Assessment	4.1 On-the-job
	4.2 Off-the –job
	4.3 During Industrial attachment
5. Guidance	Holistic assessment with other units relevant to the
information for	industry sector, workplace and job role is
assessment	recommended.