

ENTREPRENEURIAL SKILLS

UNIT CODE: ENG/CU/WEL/BC/04/3/A

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate entrepreneurial skills

Duration of unit: 40 hours

Unit description

This unit describes the competencies required to demonstrate entrepreneurial competencies. It includes, acquiring and developing entrepreneurial culture, identifying entrepreneurial opportunities, starting a small business, running and growing a small business.

Summary of Learning Outcomes

1. Acquire and develop entrepreneurial culture
2. Identify entrepreneurial opportunities
3. Start a small business
4. Run a small business
5. Grow a small business

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Acquire and develop entrepreneurial culture	<ul style="list-style-type: none">• Definition of entrepreneur• Importance of entrepreneurship• Common terminologies in entrepreneurship• Entrepreneurship and employment creation• Formal and informal employment• Habits that promote entrepreneurial development• Cultural factors that inhibit entrepreneurship•	<ul style="list-style-type: none">• Observation• Individual/group assignments• Written• Oral

2. Identify entrepreneurial opportunities	<ul style="list-style-type: none"> • Types, characteristics, qualities & role of entrepreneurs • SWOT analysis • Generating Business ideas • Business opportunities • Evaluation of business opportunities 	<ul style="list-style-type: none"> • Observation • Individual/group assignments • Written • Oral
3. Prepare a business plan	<ul style="list-style-type: none"> • Types of business plan • Components of a business plan • Importance of a business plan • Forms of business ownership • Importance of location of a small business • Resources required to start a small business 	<ul style="list-style-type: none"> • Observation • Individual/group assignments • Written • Oral
4. Start a small business	<ul style="list-style-type: none"> • Factors to consider when starting a small business • Legal requirement for starting a small business • Procedure of starting a small business • The dos and don'ts of starting a small business • Challenges faced when starting a small business and mitigating factors • Launch of a small business 	<ul style="list-style-type: none"> • Oral • Observation • Individual/group assignments • Written
5. Run a small business	<ul style="list-style-type: none"> • Organizational structure of a small business • Managing small business finances • Book keeping • Business support services • Marketing for small businesses 	<ul style="list-style-type: none"> • Observation • Individual/group assignments • Written

	<ul style="list-style-type: none"> • Basic IT application in small business 	
6. Grow a small business	<ul style="list-style-type: none"> • Methods of growing/expanding a small business • Resources for growing small business • Small business growth plan • ICT and business growth 	<ul style="list-style-type: none"> • Observation • Individual/group assignments • Written

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 template
- Laptop/ desktop computer
- Internet
- Telephone
- Writing materials

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