

ENTREPRENEURIAL SKILLS

UNIT CODE: ENG/CU/AUT/BC/3/6

Relationship to occupational standards

This unit addresses the unit of competency and meets the requirements specified by the Occupational Standards: **Demonstrate entrepreneurial skills**

Duration of unit: 60 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"> • Innovation in business • Business innovation strategies • Creativity for business development • New technologies in entrepreneurship • Linkages with other entrepreneurs • Setting strategic directions • New ideas and approaches • Entrepreneurial skills development • Market trends • Monitoring and anticipating market trends • Products and processes in entrepreneurship • Business conventions and exhibitions • Business growth refocus 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written • Oral
2. Develop new products/ markets	<ul style="list-style-type: none"> • Feasibility study for new products • Identifying new sources 	<ul style="list-style-type: none"> • Observation • Case studies

Learning Outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> of raw material and resources • New target markets/customers • Increasing products and services • Marketing improvement • Entrepreneurship and business growth 	<ul style="list-style-type: none"> • Individual/group assignments • projects • Written • Oral
3. Expand customers and product lines	<ul style="list-style-type: none"> • Market demand • Regulatory environment • Creating product and services competitive advantages • Creating royal client base • Identifying and maintain new customers and markets 	<ul style="list-style-type: none"> • Oral • Observation • Case studies • Individual/group assignments • projects • Written □

	<ul style="list-style-type: none"> • Advance product/ service promotions • Advance market expansion • Small business records management • Book keeping and auditing for small businesses • Computer application 	
--	--	--

Learning Outcome	Content	Suggested Assessment Methods
	<p>software and programmes</p> <p>□ ICT in customer and product diversification</p>	
4. Motivate staff/workers	<ul style="list-style-type: none"> • Motivation of workers • Communication at workplace for motivation purpose • Problem solving • Conflict resolution at place of work • Good staff/workers relation • Team building and team work • Staff development and enhancement • Culture of continuous improvement 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written
5. Expand employed capital base	<ul style="list-style-type: none"> • Employed capital in business • Business share holdings • Types of shares • Shares diversification • Role of shareholders • Entrepreneurship • Increasing products and services 	<ul style="list-style-type: none"> • Observation • Case studies • Individual/group assignments • projects • Written • Oral
Learning Outcome	Content	Suggested Assessment Methods
6. Undertake county/ regional business expansion	<ul style="list-style-type: none"> • Region/ county identification process 	<ul style="list-style-type: none"> • Observation • Case studies

	<ul style="list-style-type: none"> • Regional/ county laws and regulation • Business regional/county expansion • Regional/ County business expansion • Innovation in business • Business expansion and diversification • Resources for regional/county expansion • Small business Strategic Plan • Computer software in business development • ICT and business growth 	<ul style="list-style-type: none"> • Individual/group assignments • projects • Written • Oral
--	---	---

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