

6.1.0 ENTREPRENEURSHIP

6.1.1 Introduction

This module unit is intended to equip the trainee with knowledge, skills, values and attitudes that will enable him/her plan, start and manage a personal, group, private or public business enterprise. It is also intended to instill in a trainee the drive to venture into profit making business activities.

6.1.2 General Objectives

By the end of the module unit, the trainee should be able to:

- a) demonstrate positive attitude towards self employment
- b) understand concepts and elements of entrepreneurship development
- c) demonstrate entrepreneurial behaviour in starting, operating and managing a business
- d) prepare a viable business plan

6.1.3 Module Unit Summary and Time Allocation

Code	Sub Module Unit	Content	Time Hrs		
			Theory	Pract	Total
6.1.1	Entrepreneurship	<ul style="list-style-type: none">• Definition of terms• Contribution of entrepreneurship towards national development• Self employment versus salaried employment	2	4	6
6.1.2	Evolution of Entrepreneurship	<ul style="list-style-type: none">• History of entrepreneurship in Kenya• Economic, political and social factors affecting entrepreneurial development• Entrepreneurial cultural practices in Kenya, South Africa and India	2	4	6

6.1.3	Entrepreneurial Culture	<ul style="list-style-type: none"> • The entrepreneurial culture • Cultural factors that promote entrepreneurial development • Cultural factors habits inhibiting entrepreneurial development • Ways of managing factors that inhibit development of entrepreneurial culture 	2	2	4
6.1.4	The Entrepreneur	<ul style="list-style-type: none"> • Myths associated with entrepreneurship • Types of entrepreneurs • Characteristics/traits of an entrepreneur • Roles of an entrepreneur in an enterprise 	2	2	4
6.1.5	Entrepreneurial Opportunities	<ul style="list-style-type: none"> • Business ideas • Business idea generation • Sources of business ideas • Identification and evaluation of business opportunities • Matching Competence with business opportunities 	2	4	6
6.1.6	Starting a Small Business	<ul style="list-style-type: none"> • Forms of business ownership • Factors to be considered when starting a small enterprise • Procedure of starting a small enterprise • Business life cycle • Challenges faced when 	2	4	6

		starting a small enterprise • Resources for a business			
6.1.7	Enterprise Management	<ul style="list-style-type: none"> • Definition of terms • Managing of the enterprise resources • Managing the business finances • Business records • Business support services • Marketing activities in a small enterprise 	2	6	8
6.1.8	Enterprise Social Responsibilities	<ul style="list-style-type: none"> • Meaning of enterprise social responsibility • Importance of enterprise social responsibility • Social concerns of an enterprise 	2	2	4
6.1.9	Business Plan	<ul style="list-style-type: none"> • The Business Plan • Components of a Business Plan 	4	6	10
6.1.10	Information and Communication Technology in Entrepreneurship	<ul style="list-style-type: none"> • Benefits of ICT to a small enterprise • Use of computer applications software in a small business 	2	6	8
6.1.11	Emerging Trends in Entrepreneurship	<ul style="list-style-type: none"> • Emerging trends in enterprise management • Challenges posed by emerging trends and issues • Management of challenges posed by emerging trends and issues in entrepreneurship 	2	2	4
Total time			24	42	66

6.1.1 INTRODUCTION TO ENTREPRENEURSHIP

Theory

6.1.1T0 *Specific Objectives*

By the end of the sub module unit, the trainees should be able to:

- a) define various terms used in entrepreneurship
- b) explain the contribution of entrepreneurship towards national development
- c) explain the differences between self and salaried employment

6.1.1 C **Competence**

The trainee should have the ability to: contribute to national development through self employment

Content

6.1.1T1 Definition of terms

6.1.1T2 Contribution of entrepreneurship towards national development

6.1.1T3 Self employment versus salaried employment

Practice

6.1.1P0 *Specific Objective*

By the end of the sub module unit, the trainees should be able to identify the role played by employer and employee

Content

6.1.1P1 Visit a business enterprise in the locality and interview employers/employees and identify their roles

6.1.2 EVOLUTION OF ENTREPRENEURSHIP

Theory

6.1.2T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to;

- a) describe the history of entrepreneurship in Kenya
- b) explain economic, political and social factors affecting entrepreneurial development
- c) explain various entrepreneurial cultural practices in Kenya, South Africa and India

6.1.2C **Competence**

The trainee should have the ability to: handle social factors that hinder entrepreneurial development

Content

6.1.2T1 History of entrepreneurship in Kenya

6.1.2T2 Economic, political

- and social factors affecting entrepreneurial development
- 6.1.2T3 Entrepreneurial cultural practices in Kenya, South Africa and India

Practice

- 6.1.2P0 *Specific Objective*
By the end of the sub module unit, the trainee should be able to identify cultural practices in Kenya, South Africa and India

Content

- 6.1.2P1 Case study on economic, political and social factors affecting entrepreneurial development in Kenya, South Africa and India

6.1.3 ENTREPRENEURIAL CULTURE

Theory

- 6.1.3T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to;
- a) explain the concept of culture
 - b) outline cultural habits that enhance entrepreneurial development
 - c) outline cultural factors inhibiting entrepreneurial development

- d) explain ways of managing factors that inhibit development of
- e) entrepreneurial culture in Kenya

6.1.3C Competence

The trainee should have the ability to: deal with cultural biases that hinder entrepreneurial development

Content

- 6.1.3T1 Entrepreneurial culture
- 6.1.3T2 Cultural habits that promote entrepreneurial development
- 6.1.3T3 Cultural factors inhibiting Entrepreneurial development
- 6.1.3T4 Ways of managing factors that inhibit development of entrepreneurial culture in Kenya

Practice

- 6.1.3P0 *Specific Objective*
By the end of the sub module unit, the trainee should be able to identify the cultural habits which promote or inhibit entrepreneurial development

Content

- 6.1.3P1 Visit a successful entrepreneur in the locality and collect information on cultural habits that inhibit or promote entrepreneurial development

6.1.4 THE ENTREPRENEUR

Theory

6.1.4T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) explain the myths associated with entrepreneurship
- b) describe types of entrepreneurs
- c) state the characteristics/traits of an entrepreneur
- d) explain the roles of an entrepreneur in an enterprise

6.1.4C **Competence**

The trainee should have the ability to: identify entrepreneurial potential in self

Content

- 6.1.4T1 Myths associated with entrepreneurship
- 6.1.4T2 Types of entrepreneurs
- 6.1.4T3 Characteristics/traits of an entrepreneur
- 6.1.4T4 Role of an entrepreneur in an enterprise

Practice

6.1.4P0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) assess his or her entrepreneurial potential
- b) write a profile on a successful entrepreneur in the locality

Content

- 6.1.4P1 Trainees to do self-assessment exercise on their entrepreneurial potential
- 6.1.4P2 Visit a successful entrepreneur within the locality and write a profile on him.

6.1.5 ENTREPRENEURIAL OPPORTUNITIES

Theory

6.1.5T0 *Specific Objectives*

By the end of the sub module unit, the trainee should be able to:

- a) define a business idea
- b) explain ways of generating business ideas
- c) explain the various sources of business ideas
- d) outline and evaluate business opportunities
- e) explain ways of matching entrepreneurial competencies with
- f) business

6.1.5C **Competence**

The trainee should have the ability to identify and

evaluate a business opportunity

Content

- 6.1.5T1 Business idea
- 6.1.5T2 Generation of business ideas
- 6.1.5T3 Sources of business ideas
- 6.1.5T4 Identification and evaluation of Business opportunities
- 6.1.5T5 Ways of matching entrepreneurial competencies and matching with business opportunities

Practice

- 6.1.5P0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:
- a) generate business ideas
 - b) evaluate business opportunities

Content

- 6.1.5P1 Brainstorming on business ideas
- 6.1.5P2 Business opportunity evaluation

6.1.6 STARTING A SMALL BUSINESS

Theory

- 6.1.6T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:

- a) explain the different forms of business ownership
- b) explain the factors to be considered when starting a small enterprise
- c) explain the procedure of starting a small enterprise
- d) explain the business life cycle
- e) outline challenges that are faced when starting a small enterprise
- f) state business resources

6.1.6C Competence

The trainee should have the ability to: set up a small enterprise

Content

- 6.1.6T1 Forms of business ownership
- 6.1.6T2 Factors to be considered when starting a small enterprise
- 6.1.6T3 Procedure of starting a small enterprise
- 6.1.6T4 Business life cycle
- 6.1.6T5 Challenges faced when starting a small enterprise
- 6.1.6T6 Business Resources

Practice

- 6.1.6P0 *Specific Objective*
By the end of the sub module unit, the trainee should be able to illustrate a business life cycle, using a diagram

Content
6.1.6P1 Illustration of a business life cycle

6.1.7 ENTERPRISE MANAGEMENT

Theory

6.1.7T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:

- a) define enterprise management
- b) explain ways by which various resources in an enterprise should be
- c) managed
- d) outline ways of managing business finances
- e) describe business records
- f) state business support services
- g) explain relevant marketing activities in a small enterprise

6.1.7C Competence

The trainee should have the ability to: properly manage a small business enterprise

Content

- 6.1.7T1 Definition of terms
- 6.1.7T2 Managing of the enterprise resources
- 6.1.7T3 Managing the business finances
- 6.1.7T4 Business records
- 6.1.7T5 Business support services
- 6.1.7T6 Marketing activities in a

small enterprise

Practice

6.1.7P0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:

- a) use various resources to manage a business
- b) keep business records

Content

6.1.7P1 Assist a business enterprise in locality to manage business resources

6.1.7P2 Management of business records

6.1.8 ENTERPRISE SOCIAL RESPONSIBILITIES

Theory

6.1.8T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:

- a) explain the meaning of enterprise social responsibility
- b) explain the importance of enterprise social responsibility
- c) outline the social concerns of an enterprise

6.1.8C Competence

The trainee should have the ability to: integrate business enterprise with the society

Content

- 6.1.8T1 Meaning of enterprise social responsibility
- 6.1.8T2 Importance of enterprise social responsibility
- 6.1.8T3 Social concerns of an enterprise

Practice

- 6.1.8P0 *Specific Objective*
By the end of the sub module unit, the trainee should be able to undertake a relevant community social activity

Content

- 6.1.8P1 Participate in a community social activity within the locality

6.1.9 BUSINESS PLAN

Theory

- 6.1.9T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:
 - a) explain a business plan
 - b) state the components of a business plan

6.1.9C Competence

The trainee should have the ability to write a plan for a business

Content

- 6.1.9T1 Business plan
- 6.1.9T2 Components of a business plan

Practice

- 6.1.9P0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:
 - a) collect relevant data to enable him/her write a business plan
 - b) write a business plan

Content

- 6.1.9P1 Trainee to go out and collect data relevant to his/her business plan area
- 6.1.9T2 Writing business plan

6.1.10 INFORMATION AND COMMUNICATION TECHNOLOGY IN ENTREPRENEURSHIP

Theory

- 6.1.10T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:
 - a) explain the benefits of ICT to a small enterprise
 - b) describe the use of computer application software in a small business

6.1.10C Competence

The trainee should have the ability to: use ICT in a business enterprise

Content

- 6.1.10T1 Benefits of ICT to a small business enterprise
- 6.1.10T2 Use of a computer application in a small business enterprise

Practice

- 6.1.10P0 *Specific Objective*
By the end of the sub module unit, the trainee should be able to identify benefits of ICT in a small business enterprise

Content

- 6.1.10P1 Visit a small business enterprise with ICT and identify benefits of ICT

6.1.11 EMERGING TRENDS IN ENTREPRENEURSHIP

Theory

- 6.1.11T0 *Specific Objectives*
By the end of the sub module unit, the trainee should be able to:
- state the emerging trends in entrepreneurship
 - explain the challenges posed by the emerging trends and issues in entrepreneurship
 - outline ways of managing challenges posed by emerging trends and issues in entrepreneurship

Content

- 6.1.11T1 Emerging trends in enterprise management
- 6.1.11T2 Challenges posed by emerging trends and issues
- 6.1.11T3 Management of challenges posed by emerging trends and issues in entrepreneurship

Suggested Learning Activities

- Discussions
- Visits to existing businesses and customers, Chamber of Commerce, trade fairs and exhibitions
- Preparation of business records
- Brainstorming on types of technologies used
- Personal interviews
- Case studies
- Simulation
- Field visits

Suggested Learning/Teaching Resources

- Television and radios
- Manuals, newspapers and business journals
- Guest speaker

Suggested Methods Assessment

- Question and answer
- Presentation
- Field report

iv) Continuous
Assessment Test

(CAT)
v) Written examination

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