

DIGITAL LITERACY

UNIT CODE: BUS/CU/BM/BC/03/5/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Demonstrate Digital Literacy

Duration of Unit: 45 hours

Unit Description

This unit covers the competencies required to demonstrate digital literacy. It involves identifying appropriate computer software and hardware, applying security measures to data, hardware, software in automated environment, applying computer software in solving tasks, applying internet and email in communication at workplace, applying desktop publishing in official assignment and preparing presentation packages.

Summary of Learning Outcomes

1. Identify computer software and hardware
2. Apply security measures to data, hardware, software in automated environment
3. Apply computer software in solving tasks
4. Apply internet and email in communication at workplace
5. Apply desktop publishing in official assignments
6. Prepare presentation packages

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Identify computer hardware and software	<ul style="list-style-type: none">• Concepts of ICT• Functions of ICT• History of computers• Components of a computer• Classification of computers	<ul style="list-style-type: none">• Written tests• Oral presentation• Observation
2. Apply security measures to data, hardware and software	<ul style="list-style-type: none">• Data security and control• Security threats and control measures• Types of computer crimes• Detection and protection against computer crimes• Laws governing protection of ICT	<ul style="list-style-type: none">• Written tests• Oral presentation• Observation• Project
3. Apply computer software in solving tasks	<ul style="list-style-type: none">• Operating system• Word processing• Spread sheets• Data base design and manipulation	<ul style="list-style-type: none">• Oral questioning• Observation• Project

	<ul style="list-style-type: none"> • Data manipulation, storage and retrieval 	
4. Apply internet and email in communication at workplace	<ul style="list-style-type: none"> • Computer networks • Network configurations • Uses of internet • Electronic mail (e-mail) concept 	<ul style="list-style-type: none"> • Oral questioning • Observation • Oral presentation • Written report
5. Apply desktop publishing in official assignments	<ul style="list-style-type: none"> • Concept of desktop publishing • Opening publication window • Identifying different tools and tool bars • Determining page layout • Opening, saving and closing files • Drawing various shapes using DTP • Using colour pellets to enhance a document • Inserting text frames • Importing and exporting text • Object linking and embedding • Designing of various publications • Printing of various publications 	<ul style="list-style-type: none"> • Oral questioning • Observation • Oral presentation • Written report • Project
6. Prepare presentation packages	<ul style="list-style-type: none"> • Types of presentation packages • Procedure of creating slides • Formatting slides • Presentation of slides • Procedure for editing objects 	<ul style="list-style-type: none"> • Oral questioning • Observation • Oral presentation • Written report • Project

Suggested Methods of Instruction

- Demonstration
- Viewing of related videos
- Discussions
- Assignments
- Direct instructions

Recommended Resources

- Computers
- Other digital devices
- Printers
- Storage devices
- Internet access
- Computer software

ENTREPRENEURIAL SKILLS

UNIT CODE: BUS/CU/BM/BC/04/5/A

Relationship to occupational standards

This unit addresses the Unit of Competency: Demonstrate entrepreneurial skills

Duration of unit: 70 hours

Unit Description

This unit covers the competencies required to demonstrate entrepreneurial skills. 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 an entrepreneur
2. Demonstrate knowledge of entrepreneurship and self-employment
3. Identify entrepreneurship opportunities
4. Create entrepreneurial awareness
5. Apply entrepreneurial motivation
6. Develop innovative business strategies
7. Develop Business plan

Learning Outcome	Content	Suggested Assessment Methods
1. Demonstrate knowledge of entrepreneurship and self-employment	<ul style="list-style-type: none">• Importance of self-employment• Requirements for entry into self-employment• Role of an Entrepreneur in business• Contributions of Entrepreneurs to National development• Entrepreneurship culture in Kenya	<ul style="list-style-type: none">• Individual/group assignments• Projects• Written tests• Oral questions

<p>2. Identify entrepreneurship opportunities</p>	<ul style="list-style-type: none"> • Business ideas and opportunities • Sources of business ideas • Business life cycle • Legal aspects of business • Assessment of product demand • Business environment • Factors to consider when evaluating business environment • Technology in business 	<ul style="list-style-type: none"> • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
<p>3. Create entrepreneurial awareness</p>	<ul style="list-style-type: none"> • Forms of businesses • Sources of business finance • Factors in selecting source of business finance • Governing policies on Small Scale Enterprises (SSEs) • Problems of starting and operating SSEs 	<ul style="list-style-type: none"> • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
<p>4. Apply entrepreneurial motivation</p>	<ul style="list-style-type: none"> • Internal and external motivation • Motivational theories • Self-assessment • Entrepreneurial orientation • Effective communications in entrepreneurship • Principles of communication • Entrepreneurial motivation 	<ul style="list-style-type: none"> • Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews

5. Develop business innovative strategies	<ul style="list-style-type: none"> • Innovation in business • Small business Strategic Plan • Creativity in business development • Linkages with other entrepreneurs • ICT in business growth and development 	<ul style="list-style-type: none"> • Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
6. Develop Business Plan	<ul style="list-style-type: none"> • Business description • Marketing plan • Organizational/Management plan • Production/operation plan • Financial plan • Executive summary • Presentation of Business Plan 	<ul style="list-style-type: none"> • Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews

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