

13.0 ENTREPRENEURSHIP EDUCATION (110 HOURS)

13.1 INTRODUCTION

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

13.2 GENERAL OBJECTIVES

By the end of this 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 enterprise
- d) prepare a viable business plan

13.3 SUMMARY OF TOPICS AND TIME ALLOCATION

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL
13.1.1	INTRODUCTION TO ENTREPRENEURSHIP ✓	<ul style="list-style-type: none"> • Definition of terms • Contribution of entrepreneurship towards national development • Self employment vs salaried employment 	6	4	10
13.1.2	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 	6	4	10
13.1.3	ENTREPRENEURIAL CULTURE ✓	<ul style="list-style-type: none"> • Entrepreneurial culture • Cultural habits that promote entrepreneurial development • Cultural factors inhibiting entrepreneurial development • Ways of managing factors that inhibit development of entrepreneurial culture 	6	4	10
13.1.4	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 	6	4	10
13.1.5	ENTREPRENEURIAL OPPORTUNITIES	<ul style="list-style-type: none"> • Identification of business opportunities • Evaluation of business opportunities 	4	4	8

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL
13.1.6	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 of a small enterprise • Business life cycle • Challenges faced when starting a small enterprise 	6	4	10
13.1.7	ENTERPRISE SOCIAL RESPONSIBILITIES	<ul style="list-style-type: none"> • Meaning of enterprise social responsibility • Importance of enterprise social responsibility • Social concerns of an enterprise 	4	4	8
13.1.8	ENTERPRISE MANAGEMENT	<ul style="list-style-type: none"> • Definition of terms • Managing of the enterprise resources • Managing business finance • Business counseling process • Business support services • Marketing activities in a small enterprise 	14	6	20
13.1.9	COMMUNICATION AND INFORMATION TECHNOLOGY IN ENTERPRISE MANAGEMENT	<ul style="list-style-type: none"> • Importance of communication to a small enterprise • Benefits of ICT to a small enterprise • How ICT can help a small enterprise • Use of computer applications in a small business 	8	2	10
13.1.10	BUSINESS PLAN	<ul style="list-style-type: none"> • Business plan • Components of a business plan 	14	Open	14
13.1.11	EMERGING TRENDS IN ENTREPRENEURSHIP	<ul style="list-style-type: none"> • Emerging trends in enterprise management • Challenges posed by emerging trends • Management of 	8	2	10

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		challenges posed by emerging trends in entrepreneurship			
	TOTAL		70	40	110

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13.1.1 INTRODUCTION TO ENTREPRENEURSHIP

THEORY

13.1.1T0 Specific Objectives

By the end of this topic the trainee 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

13.1.1T1 Definition of terms

- Entrepreneurship
- Entrepreneur
- Enterprise
- Business
- Creativity
- Innovation

13.1.1T2 Contribution of entrepreneurship towards national development

- Creation of employment
- Utilization of natural resources
- Foreign exchange earner
- Improvement of standard of living
- Conservation of foreign exchange
- Generation of government revenue
- Promote development of technology

13.1.1T3 Self employment vs. salaried employment

- Self employment
 - Advantages
- Disadvantages
 - Salaried employment
- Advantages
 - Disadvantages

PRACTICE

13.1.1P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) play given roles of employer and employee
- b) discuss and present various ways by which entrepreneurship contributes towards national development

13.1.1P1 Class exercise on employer/employee relations

13.1.1P2 Group discussions on entrepreneurship and national development

Suggested Learning Activities

- Discussions
- Presentations
- Demonstration
- Role play

Suggested Learning Resources

- Teaching manuals
- Entrepreneurs' handbook
- Newspapers, magazines
- Textbooks
- Guest speakers
- Internet

Suggested Evaluation Methods

- Question and answer
- Presentation
- Observation

13.1.2 EVOLUTION OF ENTREPRENEURSHIP

THEORY

13.1.2T0 Specific Objectives

- By the end of this topic, 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) discuss various entrepreneurial cultural practices in Kenya, S. Africa and India.

13.1.2T1 History of entrepreneurship in Kenya

13.1.2T2 Economic, political and social factors affecting entrepreneurial development

13.1.2T3 Entrepreneurial cultural practices in Kenya, South Africa and India.

PRACTICE

13.1.2P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) discuss the evolution of entrepreneurship in Kenya
- b) discuss economic, political and social factors affecting entrepreneurial development
- c) analyze entrepreneurial cultural practices in Kenya, S. Africa and India

13.1.2P1 Group discussions on historical evolution of entrepreneurship in Kenya

13.1.2P2 Group discussion on economic, political and social factors affecting entrepreneurial development

13.1.2P3 Class to compare and contrast entrepreneurial practices among Kenya, South Africa and India.

SUGGESTED LEARNING ACTIVITIES

1. Visits to trade fairs and exhibitions
2. Discussions

SUGGESTED LEARNING RESOURCES

1. Guest speaker (Role model)
2. Television and video
3. Computer (internet)
4. Relevant journals and magazines
5. Training manuals

SUGGESTED EVALUATION METHODS

1. Question and answer
2. Presentation

13.1.3 ENTREPRENEURIAL CULTURE

THEORY

13.1.3T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the concept of entrepreneurial culture
- b) discuss cultural habits that enhance entrepreneurship
- c) discuss cultural factors inhibiting entrepreneurial development
- d) discuss ways of managing factors that inhibit development of entrepreneurial culture

- 13.1.3T1 Entrepreneurial culture
- 13.1.3T2 Cultural habits that promote entrepreneurial development such as:
- Money orientation
 - Future orientation
 - Time consciousness
 - Trust/honesty
 - Handwork
- 13.1.3T3 Cultural factors inhibiting entrepreneurial development such as:
- Religion
 - Language
 - Personal relationships
 - Attitude towards innovations
 - Networks
 - Technology
- 13.1.3T4 Ways of managing factors that inhibit development of entrepreneurial culture

PRACTICE

13.1.3P0 Specific Objectives

By the end of this topic the trainee should be able to:

- a) discuss cultural habits which promote entrepreneurial development
- b) identify cultural habits which inhibits entrepreneurial behaviour

13.1.3P1 Group discussions on cultural habits that promote entrepreneurial development

13.1.3P2 Brainstorming on cultural habits inhibiting entrepreneurial development

SUGGESTED LEARNING ACTIVITIES

- Brainstorming
- Discussions
- Guest speaker
- Role playing
- Simulations
- Case studies

SUGGESTED LEARNING RESOURCES

- Training manuals
- Textbooks
- Audio visual

- Transparencies
- CD ROM
- Magazines and Journals
- Guest speaker

SUGGESTED EVALUATION METHODS

- Group assignments
- presentations

13.1.4 THE ENTREPRENEUR

THEORY

13.1.4T0 Specific Objectives

By the end of this topic, the trainee should be able to:

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

13.1.4T1 Myths associated with entrepreneurship

13.1.4T2 Types of entrepreneurs

- Craft
- Opportunistic
- Professionals

13.1.4T3 Characteristics/traits of an entrepreneur

12.1.4T4 Roles of an entrepreneur in an enterprise.

PRACTICE

13.1.4P0 Specific Objectives

By the end of this topic, the trainee should be able to:

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

13.1.4P1 Learners to do self assessment exercise on their entrepreneurial potential

13.1.4P2 Carryout an interview with a successful entrepreneur within the community.

SUGGESTED LEARNING ACTIVITIES

- Field visits

- Self assessment on entrepreneurial traits
- Group discussions
- Role play

SUGGESTED LEARNING RESOURCES

- Computer (internet)
- Business journals, magazines
- Profile guides
- Guest speaker
- Assessment checklist

EVALUATION METHODS

- Question and answer
- Presentation
- Observation

13.1.5 ENTREPRENEURIAL OPPORTUNITIES

THEORY

13.1.5T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- identify business opportunities
- evaluate business opportunities

13.1.5T1 Identification of business opportunities

- Definition of business opportunity
- Reasons for generating business ideas
- Sources of business ideas

13.1.5T2 Evaluation of business opportunities

- Methods of evaluating a business opportunity
- Indicators of a good business opportunity

PRACTICE

13.1.5P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- generate business ideas
- evaluate business opportunities

13.1.5P1 Brainstorming on business ideas

13.1.5P2 An exercise on business opportunity evaluation

Suggested Learning Activities

- Brainstorming
- A visit to a trade fair or exhibition
- Presentation

Suggested Learning Resources

- Text books
- Training manuals
- Newspapers, magazines
- Internet
- Check list

Suggested Evaluation Methods

- Question and answer
- Presentation
- Field reports

13.1.6 **STARTING A SMALL BUSINESS**

THEORY

13.1.6T0 **Specific Objectives**

By the end of this topic, the trainee should be able to:

- describe the different forms of business ownership
- discuss the factors to be considered when starting an enterprise
- describe the procedure of starting a small enterprise
- describe business life cycle
- discuss challenges that are faced when starting a small enterprise

13.1.6T1 **Forms of business ownership**

- sole proprietorship
- partnership
- companies
- co-operative societies

13.1.6T2 **Factors to be considered when starting a small enterprise**

13.1.6T3 **Procedure of starting a small enterprise**

13.1.6T4 **Business life cycle**

13.1.6T5 **Challenges faced when starting a small enterprise**

PRACTICE

13.1.6P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) discuss different forms of business ownerships
- b) illustrate by use of a diagram a business life cycle

13.1.6P1 Discussion on different forms of business ownership

13.1.6P2 Illustration of a business life cycle

Suggested Learning Activities

- Field trips
- Discussion
- Class presentation

Suggested Learning Resources

- Videos and Television
- Computer/internet
- Training manuals
- Textbooks
- Business journals, magazines, newspapers

Suggested Evaluation Methods

- Question and answer
- Presentation
- Field reports

13.1.7 ENTERPRISE SOCIAL RESPONSIBILITIES

THEORY

Specific Objectives

By the end of this topic, the trainee should be able to:

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

13.1.7T1 Meaning of enterprise social responsibility

13.1.7T2 Importance of enterprise social responsibility such as:

- enhance business relations with the society
- recognition of the society's goodwill

- supplement government's efforts in development
- means of waste management

- 13.1.7T3 Social concerns of an enterprise such as:
- Protection of environment
 - Participation in community work
 - Gender issues
 - Provision of quality goods and services
 - Honesty and integrity
 - Ethical business practices

PRACTICE

13.1.7P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- discuss enterprise social responsibility concerns
- undertake a relevant community social activity

- 13.1.7T1 Discuss in groups enterprise social responsibility concerns within the locality

- 13.1.7T2 Participate in a community social activity within the locality

Suggested Learning Activities

- Group discussion
- Attachment
- Role play

Suggested Learning Resources

- Videos and Television
- Training manuals
- Text books
- Magazines, Journal and newspapers

Suggested Evaluation Methods

- Field reports
- Presentations

13.1.8 ENTERPRISE MANAGEMENT

THEORY

13.1.8T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) define enterprise management
- b) explain ways by which various resources in an enterprise could be managed
- c) identify ways of managing business finance
- d) identify relevant marketing activities in a small enterprise
- e) describe business counseling process
- f) identify relevant marketing activities in a small enterprise

CONTENT

- 13.1.8.T1 Definition of terms
- Enterprise
 - Management
 - Enterprise management
- 13.1.8.T2 Managing of the enterprise resources
- Technology
 - Materials
 - Premises
 - Time
 - Human resources
- 13.1.8.T3 Managing business finance
- Terms used in business finance
 - Need for business finance
 - Business records
 - Financial statements
- 13.1.8.T4 Business counseling process
- Meaning of counseling
 - Stages of business counseling
- 13.1.8.T5 Business support services
- Insurance
 - Banking
 - Consultancy
 - Legal services
 - Market support services
- 13.1.8.T6 Marketing activities in a small enterprise
- Product/service
 - Pricing
 - Promotion
 - Distribution
 - Market survey
 - Customer retention



- Managing competition
- PRACTICE**

13.1.8P0 Specific Objectives

By the end of this topic the trainee should be able to:

- discuss ways in which various resources in a business may be managed
- prepare financial records
- discuss the counseling process. Play the roles of a counselor/and cl
- market a given product/service

13.1.8P1 Group discussion on how to manage business resources

13.1.8P2 Preparation of financial records

13.1.8P3 Role playing the counselor and client

13.1.8P4 Simulation exercises on selected products/services

Suggested Learning Activities

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

Suggested Learning Resources

- TV and radios
- Manuals, newspapers and business journals
- Guest speaker
- Assorted products

Evaluation Methods

- Question and answer
- Presentation
- Field report

13.1.9 BUSINESS PLAN

THEORY

13.1.9T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain a business plan
- b) develop a business plan

13.1.9T1 Business plan

- meaning of a business plan
- importance of a business plan
- use of a business plan
- indicators of a good business plan

13.1.9T2 Components of a business plan

- Cover page
- Preliminary pages
- Executive summary
- Business description
- Marketing plan
- Organization/management plan
- Production/operation plan
- Financial plan
- Appendices

PRACTICE

13.1.9P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) write a business plan
- b) collect relevant data to enable him/her write a business plan

13.1.9P1 Business plan writing exercises

13.1.9T2 Trainee to go out and collect data relevant to his/her business plan area

Suggested Learning Activities

- Business plan writing exercises
- Fieldwork

Suggested Learning Resources

- Business plan guide

- Guest speaker to talk on business plan
- Sample business plans

Suggested Evaluation Methods

- Presentation
- A business plan project

13.1.10 COMMUNICATION AND INFORMATION COMMUNICATION TECHNOLOGY IN ENTERPRISE MANGEMENT

THEORY

13.1.10T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the importance of communication to a small enterprise
- b) explain the benefits of ICT to a small enterprise
- c) explain how ICT can help a small business enterprise
- d) describe the use of computer application in a small business

13.1.10T1 Importance of communication to a small enterprise

131.10T2 Benefits of ICT to a small business enterprise

- Meaning of ICT
- Benefits of ICT

131.10T3 How ICT can help a small business enterprise

- Contracting the clients and partners with ICT
- Role of the following ICTs in business efficiency
 - Phone
 - Fax machine
 - World wide web (www)
 - Radio
 - Television
 - Computer
 - E-mail
- Use of the following to a small enterprise
 - E-government
 - E-procurement
 - E-business

13.1.10T4 Use of a computer application in a small business enterprise

PRACTICE

13.1.10P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) discuss the effects of communication to a small business enterprise
- b) discuss the effects of ICT to a small business enterprise

13.1.10P1 Group discussion on the effects of communication to a small business enterprise

13.1.10P2 Class discussion on the effects of ICT to a small business enterprise

Suggested Learning Activities

Group discussions
Guest speaker

Suggested Learning Resources

- Journals, newspapers
- Internet
- Textbook
- Television and videos
- Magazines

Suggested Evaluation Methods

Presentation
Question and answer
Presentation
Field report

13.1.11 EMERGING TRENDS IN ENTREPRENEURSHIP

THEORY

13.1.11T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) identify the emerging trends in entrepreneurship
- b) discuss the challenges posed by the emerging trends
- c) discuss ways of managing challenges posed by emerging trends in entrepreneurship

13.1.11T1 Emerging trends in enterprise management such as:
- Technological
- Globalization

- Social/cultural
- Economic
- Consumerism
- Unionism

13.1.11T2 Challenges posed by emerging trends

13.1.11T3 Management of challenges posed by emerging trends in entrepreneurship

PRACTICE

13.1.11P0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) discuss emerging issues in enterprise management
- b) discuss ways of managing emerging issues in entrepreneurship

13.1.11P1 Group discussion on emerging issues in entrepreneurship

13.1.11P2 Class discussion on ways of managing emerging issues in entrepreneurship

Suggested Learning Activities

- Group discussions
- Guest speaker

Suggested Learning Resources

- Journals, newspapers
- Internet
- Textbook
- Television and videos
- Magazines

Suggested Evaluation Methods

- Presentation
- Question and answer