

ENTREPRENEURIAL SKILLS

UNIT CODE: IT/CU/ICT/BC/4/6

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate entrepreneurial skills

Duration of unit: 100 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	<ul style="list-style-type: none"><input type="checkbox"/> Observation<input type="checkbox"/> Case studies<input type="checkbox"/> Individual/group assignments<input type="checkbox"/> projects<input type="checkbox"/> Written<input type="checkbox"/> Oral

	<ul style="list-style-type: none"> • Monitoring and anticipating market trends • Products and processes in entrepreneurship • Business conventions and exhibitions • Business growth refocus 	
2. Develop new products/markets	<ul style="list-style-type: none"> • Feasibility study for new products • Identifying new sources of raw material and resources • New target markets/customers • Increasing products and services • Marketing improvement • Intrapreneurship and business growth 	<ul style="list-style-type: none"> <input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written <input type="checkbox"/> Oral
3. Expand customers and product lines	<ul style="list-style-type: none"> • Market demand • Regulatory environment • Creating product and services competitive advantages • Creating loyal client base • Identifying and maintain new customers and markets • Advance product/ service promotions • Advance market expansion • Small business records management • Book keeping and auditing for small businesses • Computer application software and programmes • ICT in customer and product diversification 	<ul style="list-style-type: none"> <input type="checkbox"/> Oral <input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written
4. Motivate staff/workers	<ul style="list-style-type: none"> • Motivation of workers • Communication at workplace for motivation purpose • Problem solving 	<ul style="list-style-type: none"> <input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects

	<ul style="list-style-type: none"> • Conflict resolution at place of work • Good staff/workers relation • Team building and team work • Staff development and enhancement • Culture of continuous improvement 	<input type="checkbox"/> 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 	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written <input type="checkbox"/> Oral
6. Undertake county/ regional business expansion	<ul style="list-style-type: none"> • Region/ county identification process • 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 	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> projects <input type="checkbox"/> Written <input type="checkbox"/> 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

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