

## ENTREPRENEURSHIP EDUCATION

**UNIT CODE:** LSM/CU/LM/BC/04/6/A

Relationship to occupational standards

This unit addresses the unit of competency: Demonstrate understanding of entrepreneurship

**Duration of unit:** 100 hours

Unit Description

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

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
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<p>1. Demonstrate knowledge of entrepreneurship and self-employment</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Importance of self-employment</li> <li><input type="checkbox"/> Requirements for entry into self-employment</li> <li><input type="checkbox"/> Role of an Entrepreneur in business</li> <li><input type="checkbox"/> Contributions of Entrepreneurs to National development</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Observation</li> <li><input type="checkbox"/> Case studies</li> <li><input type="checkbox"/> Individual/group assignments</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Written tests</li> </ul>
<p>2. Identify entrepreneurship opportunities</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Business ideas and opportunities</li> <li><input type="checkbox"/> Sources of business ideas</li> <li><input type="checkbox"/> Business life cycle</li> <li><input type="checkbox"/> Legal aspects of business</li> <li><input type="checkbox"/> Assessment of product demand</li> <li><input type="checkbox"/> Business environment</li> <li><input type="checkbox"/> Factors to consider when evaluating business environment</li> <li><input type="checkbox"/> Technology in business</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Observation</li> <li><input type="checkbox"/> Case studies</li> <li><input type="checkbox"/> Individual/group assignments</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Written tests</li> <li><input type="checkbox"/> Oral questions</li> <li><input type="checkbox"/> Third party report</li> <li><input type="checkbox"/> Interviews</li> </ul>
<p>3. Create entrepreneurial awareness</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Forms of businesses</li> <li><input type="checkbox"/> Sources of business finance</li> <li><input type="checkbox"/> Factors in selecting source of business finance</li> <li><input type="checkbox"/> Governing policies on Small Scale Enterprises (SSEs)</li> <li><input type="checkbox"/> Problems of starting and operating SSEs</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Observation</li> <li><input type="checkbox"/> Case studies</li> <li><input type="checkbox"/> Individual/group assignments</li> <li><input type="checkbox"/> Projects</li> <li><input type="checkbox"/> Written tests</li> <li><input type="checkbox"/> Oral questions</li> <li><input type="checkbox"/> Third party report</li> <li><input type="checkbox"/> Interviews</li> </ul>

4. Apply entrepreneurial motivation	<input type="checkbox"/> Internal and external motivation <input type="checkbox"/> Motivational theories <input type="checkbox"/> Self-assessment <input type="checkbox"/> Entrepreneurial orientation <input type="checkbox"/> Effective communications in entrepreneurship <input type="checkbox"/> Principles of communication <input type="checkbox"/> Entrepreneurial motivation	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> Projects <input type="checkbox"/> Written tests <input type="checkbox"/> Oral questions <input type="checkbox"/> Third party report <input type="checkbox"/> Interviews
5. Develop business innovative strategies	<input type="checkbox"/> Innovation in business <input type="checkbox"/> Small business Strategic Plan <input type="checkbox"/> Creativity in business development <input type="checkbox"/> Linkages with other entrepreneurs <input type="checkbox"/> ICT in business growth and development	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> Projects <input type="checkbox"/> Written tests <input type="checkbox"/> Oral questions <input type="checkbox"/> Third party report
6. Develop Business Plan	<input type="checkbox"/> Business description <input type="checkbox"/> Marketing plan <input type="checkbox"/> Organizational/Management plan <input type="checkbox"/> Production/operation plan <input type="checkbox"/> Financial plan <input type="checkbox"/> Executive summary <input type="checkbox"/> Presentation of Business Plan	<input type="checkbox"/> Observation <input type="checkbox"/> Case studies <input type="checkbox"/> Individual/group assignments <input type="checkbox"/> Projects <input type="checkbox"/> Written tests <input type="checkbox"/> Oral questions <input type="checkbox"/> Third party report

**Suggested Methods of instruction:**

1. Direct instruction
2. Project
3. Case studies
4. Field trips
5. Discussions
6. Demonstration
7. Question and answer

8. Problem solving
9. Experiential
10. Internship
11. Team training
12. Guest speakers

#### Recommended Resources

1. Case studies
2. Business plan templates
3. Computers
4. Overhead projectors
5. Internet
6. Mobile phone
7. Video clips
8. Films
9. Newspapers and Handouts
10. Business Journals
11. Writing materials

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