

Year One – Semester Two: PRINCIPLES OF ENTREPRENEURSHIP SKILLS		
Course Code : PCSE122	Credit Unit: 2	LEARNING HOURS GUIDELINES LH – 15 Hours; TH – 15 Hours PH – 15 Hours

Course Description

This module will equip the learner with creative and innovative skills and ability to look out for opportunities by manipulating these natural and man-made resources into business. It is intended to make a learner develop a positive career attitude towards entrepreneurship as a means of making a living. It covers creativity and innovation, scanning the environment for business opportunities, planning a business, managing a business and entrepreneurial ethics.

Course Objectives

This course intends:

1. To equip students with concepts of entrepreneur and entrepreneurship.
2. To teach students the Characteristics/qualities of an entrepreneur.
3. To teach students the types of entrepreneurs.
4. To teach students the roles of an entrepreneur.
5. To teach students the entrepreneurship processes.
6. To teach students the barriers to entrepreneurship development.

Learning Outcomes:

A student who successfully completes the course will be able to: -

1. Learners brainstorm the differences between entrepreneur and entrepreneurship.
2. Discuss qualities of a good entrepreneur.
3. Discuss types and roles of entrepreneurs in the community.
4. How to create a business.
5. Barriers to entrepreneurship development.

Course Content

Unit	Unit Details	Hours
1	Introduction	5
1.1	Definition of Entrepreneurship	
1.2	Basic concepts in entrepreneurship	
1.3	Reasons for studying entrepreneurship	
1.4	Characteristics and qualities of an entrepreneur	
1.5	Classification of entrepreneurs	
1.6	Entrepreneurial process	
2	Creativity	5
2.1	Definition of creativity	

2.2	Steps of creativity	
2.3	Importance of creativity	
2.4	Barriers to creativity	
2.5	How to overcome the barriers to creativity	
3	Innovation	5
3.1	Definition of innovation	
3.2	Attributes of a good innovator	
3.3	Types of innovation	
3.4	Sources of innovation	
3.5	Importance of innovation	
4	Small Scale and Medium Enterprise	5
4.1	✓ Definition of SME.	
4.2	✓ Sources of Business ideas	
4.3	✓ characteristics of small scale enterprises	
4.4	✓ Sources of capital to small scale enterprises.	
4.5	✓ Importance of small scale businesses	
4.6	✓ Challenges faced by small scale businesses in Uganda.	
5	Business Planning	5
5.1	Definition of a Business plan	
5.2	Components of a Business plan	
5.3	Importance of a Business plan	
5.4	Challenges of Business planning	
6	Entrepreneurship Ethics	5
6.1	Introduction to Entrepreneurship ethics	
6.2	Importance of Entrepreneurship ethics	
6.3	Role of ethics in entrepreneurship.	
6.4	Ethical challenges facing entrepreneurs and solution	
TOTAL HOURS		30

Recommended Textbooks

1. McGraw-Hill Education. Miller, K. (2005). Communication Theories: perspectives, processes, and contexts (2nd ed.). New York, McGraw-Hill. Scheufele, D. and Moy, P. (2000).
2. Twenty-five Years of the Spiral of Silence: A Conceptual Review and Empirical Outlook. International Journal of Public Opinion Research. 12. pp. 3–28. doi:10.1093/ijpor/12.1.3. Bowman, E. (July 2011).
3. Entrepreneur Training Manual. 3rd edn: Certified Entrepreneur Workbook. Guanzi Institute Press. Bruder, Jessica (September 2013).
4. "The Psychological Price of Entrepreneurship." Inc. (Winner 2014 Annual Awards Contest of the Deadline Club)