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**REPUBLIC OF KENYA**

**COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**MARKETING MANAGEMENT**

**LEVEL: 6**

**PROGRAMME CODE: 0414 554A**

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**Council Secretary/CEO/Chief Principal**

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**P.O. Box …….**

**……………**

**Email:** ………..

# FOREWORD

The provision of quality education and training is fundamental to the Government’s overall strategy for social and economic development. Quality education and training contribute to the achievement of Kenya’s development blueprint and sustainable development goals.

Reforms in the education sector are necessary to achieve Kenya Vision 2030 and meet the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution, and this resulted in the formulation of the Policy Framework for Reforming Education and Training in Kenya (Sessional Paper No. 14 of 2012). A key feature of this policy is the radical change in the design and delivery of TVET training. This policy document requires that training in TVET be competency-based, curriculum development be industry-led, certification be based on demonstration of competence, and the mode of delivery allow for multiple entry and exit in TVET programmes.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that this curriculum has been developed. For trainees to build their skills on foundational hands-on activities of the occupation, units of learning are grouped in modules. This has eliminated duplication of content and streamlined exemptions based on skills acquired as a trainee progresses in the up-skilling process, while at the same time allowing trainees to be employable in the shortest time possible through the acquisition of part qualifications.

It is my conviction that this curriculum will play a great role in developing competent human resources for the marketing Sector’s growth and development.

**PRINCIPAL SECRETARY**

**STATE DEPARTMENT FOR TVET**

**MINISTRY OF EDUCATION**

# PREFACE

Kenya Vision 2030 aims to transform Kenya into a newly industrializing middle-income country, providing high-quality life to all its citizens by the year 2030. Kenya intends to create globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through lifelong education and training. TVET has a responsibility to facilitate the process of inculcating knowledge, skills, and worker behaviour necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency-Based Education and Training (CBET).

CAP 210A and Sessional Paper No. 1 of 2019 on Reforming Education and Training in Kenya for Sustainable Development emphasized the need to reform curriculum development, assessment, and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by industry, as well as increase the global competitiveness of the Kenyan labour force.

This curriculum has been developed in adherence to the Kenya National Qualifications Framework and CBETA standards and guidelines. The curriculum is designed and organized into Units of Learning with Learning Outcomes, suggested delivery methods, learning resources, and methods of assessing the trainee’s achievement. In addition, the units of learning have been grouped in modules to concretize the skills acquisition process and streamline upskilling.

I am grateful to all expert trainers and everyone who played a role in translating the Occupational Standards into this competency-based modular curriculum.

**CHAIRPERSON OF COUNCIL**

**(QAI)**

# ACKNOWLEDGEMENT

This curriculum has been designed for competency-based training and has independent units of learning that allow the trainee flexibility in entry and exit. In developing the curriculum, significant involvement and support were received from expert trainers, institutions and organizations.

I recognize with appreciation the role of the …………... National Sector Skills Committee (NSSC) in ensuring that competencies required by the industry are addressed in the curriculum. I also thank all stakeholders in the marketing sector for their valuable input and everyone who participated in developing this curriculum.

I am convinced that this curriculum will go a long way in ensuring that individuals aspiring to work in the marketing Sector acquire competencies to perform their work more efficiently and effectively.

**COUNCIL SECRETARY/CEO/ PRINCIPAL**

# ABBREVIATIONS AND ACRONYMS

CBET Competency Based Education and Training

CEO Council Secretary

KCSE Kenya Certificate of Secondary Education

KNQA Kenya National Qualifications Authority

LCD Liquid Crystal Display

POSM Point of Sale

SWOT Strength Weakness Opportunity Threat

TVET Technical and Vocational Education and Training

# KEY TO ISCED UNIT CODE



# TABLE OF CONTENT

[FOREWORD iii](#_Toc197037950)

[PREFACE iv](#_Toc197037951)

[ACKNOWLEDGEMENT v](#_Toc197037952)

[ABBREVIATIONS AND ACRONYMS vi](#_Toc197037953)

[KEY TO ISCED UNIT CODE vii](#_Toc197037954)

[TABLE OF CONTENT viii](#_Toc197037955)

[COURSE OVERVIEW x](#_Toc197037956)

[MODULE ONE 1](#_Toc197037957)

[BUSINESS COMMUNICATION 2](#_Toc197037958)

[WORK ETHICS AND PRACTICES 8](#_Toc197037959)

[FINANCIAL ACCOUNTING SKILLS 15](#_Toc197037960)

[TRADE ACTIVITIES 22](#_Toc197037961)

[**BRAND PROMOTION** 26](#_Toc197037962)

[MODULE TWO 30](#_Toc197037963)

[**DIGITAL LITERACY** 30](#_Toc197037964)

[ENTREPRENEURIAL SKILLS 46](#_Toc197037965)

[ECONOMICS SKILLS 52](#_Toc197037966)

[**CUSTOMER EXPERIENCE** 60](#_Toc197037967)

[**MARKETING COMMUNICATION ACTIVITIES** 65](#_Toc197037968)

[MODULE THREE 71](#_Toc197037969)

[PRINCIPLES OF COMMERCIAL LAW 72](#_Toc197037970)

[MANAGEMENT SKILLS 79](#_Toc197037971)

[BUSINESS MATHEMATICS AND STATISTICS 84](#_Toc197037972)

[**DIGITAL MARKETING** 91](#_Toc197037973)

[**MARKET INNOVATIONS/RENOVATIONS** 95](#_Toc197037974)

[MODULE FOUR 97](#_Toc197037975)

[RESEARCH PROJECT 98](#_Toc197037976)

[BRAND STRATEGY 104](#_Toc197037977)

[DISTRIBUTION CHANNELS 108](#_Toc197037978)

[MODULE FIVE 112](#_Toc197037979)

[MARKET ANALYSIS 113](#_Toc197037980)

[PROMOTIONAL CAMPAIGN 117](#_Toc197037981)

[MARKETING BUDGET 121](#_Toc197037982)

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# COURSE OVERVIEW

Marketing level 6 qualification consists of competencies that an individual must have to carry out marketing activities. It entails carry out develop brand strategy, conduct market analysis, develop marketing budget, develop distribution channels, conduct promotional campaigns, manage digital marketing and manage customer experience

The units of learning comprising Marketing level 6 qualification include the following basic, common and core units:

S**UMMARY OF UNITS OF COMPETENCY**

|  |  |  |  |
| --- | --- | --- | --- |
| **MODULE ONE** | | | |
| **UNIT CODE** | **UNIT TITLE** | **UNIT DURATION (HOURS)** | **CREDIT FACTOR** |
| 0413 441 09A | Business Communication | 80 | 8 |
| 0417 541 02A | Work Ethics and Practices | 40 | 4 |
| 0411 451 05A | Financial Accounting Skills | 120 | 12 |
| 0414 554 11A | Trade Activities | 100 | 10 |
| 0414 554 12A | Brand Promotion | 120 | 12 |
| **SUB TOTAL** | | **460** | **460** |
| **MODULE TWO** | | | |
| **UNIT CODE** | **UNITS TITLE** | **UNIT DURATION (HOURS)** | **CREDIT FACTOR** |
| 0611 541 01A | Digital Literacy | 40 | 4 |
| 0413 541 03A | Entrepreneurial Skills | 40 | 4 |
| 0311 441 08A | Economics Skills | 150 | 15 |
| 0414 551 13A | Customer Experience | 120 | 12 |
| 0414 554 14A | Marketing Communication Activities | 100 | 10 |
| **Sub Total** | | **450** | **45** |
| **module three** | | | |
| **UNIT CODE** | **UNITS TITLE** | **UNIT DURATION (HOURS)** | **CREDIT FACTOR** |
| 0421 441 04A | Principles of Commercial Law | 80 | 8 |
| 0413 441 06A | Management Skills | 100 | 10 |
| 0588 541 07A | Business Mathematics and Statistics | 100 | 10 |
| 0414 551 15A | Digital Marketing | 100 | 10 |
| 0414 554 16A | Market Innovation/Renovations | 100 | 10 |
| **SUB TOTAL** | | **480** | **48** |
| **MODULE FOUR** | | | |
| **UNIT CODE** | **UNITS TITLE** | **UNIT DURATION (HOURS)** | **CREDIT FACTOR** |
| 0413 541 10A | Research Project | **120** | **12** |
| 0414 551 17A | Brand Strategy | **180** | **18** |
| 0414 551 18A | Distribution Channels | **150** | **15** |
| SUB TOTAL | | **450** | **45** |
| **MODULE FIVE** | | | |
| **UNIT CODE** | **UNITS TITLE** | **UNIT DURATION (HOURS)** | **CREDIT FACTOR** |
| 0414 551 19A | Market Analysis | **150** | **15** |
| 0414 551 18A | Promotional Campaigns | **150** | **15** |
| 0414 551 19A | Marketing Budget | **150** | **15** |
| SUB TOTAL | | **450** | **45** |
| INDUSTRIAL PLACEMENT | | **480** | **48** |
| GRAND TOTAL | | **2770** |  |

The total duration of the course is 3123 hours.

**Entry Requirements**

An individual entering this course should have any of the following minimum requirements:

1. Kenya Certificate of Secondary Education (KCSE) minimum mean grade C- (Minus)/ KCE Division 3, KACE 1 Principal and 1 Subsidiary or General Certificate of Education (Advanced Level) UK

**Or**

1. Marketing level 5 Certificate
2. Any other qualification Equivalent to that of Marketing level 5 as may be determined by TVETA

**Trainer qualification**

A trainer for this course MUST;

1. Have a minimum of Level 7 qualification in Marketing or in the related field.
2. Be registered by TVETA

**Industrial Training.**

An individual enrolled in this course will be required to undergo Industry training for a minimum period of 480 hours in any business sector. The industrial training may be taken after completion of all units for those pursuing the full qualification or be distributed equally in each unit for those pursuing part qualification. In the case of dual training model, industrial training shall be as guided by the dual training policy Assessment

**Assessment**

The course shall be assessed formatively and summatively:

1. During formative assessment all performance criteria shall be assessed based on performance criteria weighting.
2. Number of formative assessments shall minimally be equal to the number of elements in a unit of competency.
3. During summative assessment basic and common units may be integrated in the core units or assessed as discrete units.
4. Theoretical and practical weighting for each unit of learning shall be as follows.
5. 30:70 for units in Module one, module two and module three
6. 40:60 for units in Module four and module five
7. Formative and summative assessments shall be weighted at 60% and 40% respectively in the overall unit of learning score

For a candidate to be declared competent in a unit of competency, the candidate must meet the following conditions:

1. Obtained at least 40% in theory assessment in formative and summative assessments.
2. Obtained at least 60% in practical assessment in formative and summative assessment where applicable.
3. Obtained at least 50% in the weighted results between formative assessment and summative assessment where the former constitutes 60% and the latter 40% of the overall score.
4. Assessment performance rating for each unit of competency shall be as follows:

|  |  |
| --- | --- |
| MARKS | COMPETENCE RATING |
| 80 -100 | Attained Mastery |
| 65 - 79 | Proficient |
| 50 - 64 | Competent |
| 49 and below | Not Yet Competent |
| Y | Assessment Malpractice/irregularities |

1. Assessment for Recognition of Prior Learning (RPL) may lead to award of part and/or full qualification.

**CERTIFICATION**

A candidate will be issued with a Certificate of Competency upon demonstration of competence in a core Unit of Competency. To be issued with Kenya National TVET Certificate in Marketing Management level 6, the candidate must demonstrate competence in all the Units of Competency as given in the qualification pack. A Statement of Attainment certificate may be awarded upon demonstration of competence in certifiable element within a unit.

These certificates will be issued by Qualification Awarding Institution

# MODULE ONE

BUSINESS COMMUNICATION

**UNIT CODE:** 0413 441 01A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Undertake Business Communication

**Duration of Unit: 80 Hours**

**Unit Description**

This unit specifies the competencies required to undertake business communication. It involves administering communication channels, implementing types of communication, implementing service charter, safeguarding confidentiality of information, coordinating communication on social media platforms, preparing workplace meeting and reports.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/No** | **ELEMENTS** | **DURATION (HRS)** |
| 1 | Administer Communication channels | 12 |
| 2 | Implement types of communication | 15 |
| 3 | Implement service charter | 7 |
| 4 | Safeguarding confidentiality of information | 12 |
| 5 | Apply group communication skills | 10 |
| 6 | Coordinate communication on social media platforms | 14 |
| 7 | Prepare work place meetings | 10 |
|  | **SUB TOTAL** | **80** |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Administer Communication channels | 1. Communication process 2. Principles of effective communication 3. Channels/medium/modes of communication 4. Factors to consider when selecting a channel of communication 5. Barriers to effective communication 6. Flow/patterns of communication 7. Sources of information 8. Organizational policies 9. Record keeping | * Written tests * Observation * Oral questions * Third party report * Portfolio of Evidence |
| 1. Implement types of communication | * 1. Written Communication      1. Types of written communication      2. Elements of communication      3. Organization requirements for written communication   2. Non- Verbal      1. Utilize body language and      2. Gestures      3. Apply body posture      4. Apply workplace dressing code   3. Oral Communication      1. Types of oral communication pathways      2. Effective questioning techniques      3. Interviews      4. Workplace etiquette      5. Active listening | * Written tests * Observation * Oral questions * Third party report * Portfolio of Evidence |
| 1. Implement service charter | * 1. Introduction to service charter   2. Importance of service charter | * Oral questioning * Observation * Written report |
| 1. Safeguarding confidentiality of information | * 1. Introduction to confidentiality   2. Importance of confidentiality   3. Classification of information   4. Methods of securing information   5. Challenges of safeguarding confidentiality in human resource communication   6. Advantages and disadvantages of safeguarding confidentiality. | * Oral questioning * Observation * Written report |
| 1. Coordinate communication on social media platforms | * 1. Introduction to social media platforms   2. Importance/uses of social media platforms in an organization   3. Social media ethical issues   4. Social media monitoring tools   5. Advantages and disadvantages of social media platforms | * Oral questioning * Observation * Written questions * Project |
| 1. Prepare work place meetings | * 1. Introduction to minute taking   2. Types of meetings   3. Structure of meetings      1. Notice      2. Agenda      3. Preparation of other relevant documents      4. Minute formats | * Oral questioning * Observation * Oral presentation * Written report * Project |
| 1. Prepare workplace report | * 1. Introduction to report writing      1. Definition      2. Principles e.g. conciseness, clarity etc   2. Importance of reports   3. Forms and types of reports      1. Oral reports      2. Written reports      3. Recorded etc   4. Reports formats      1. Letter format      2. Memo format   5. Reports preparation | * Oral questioning * Observation * Written report * Project |

**Suggested Methods of instructions**

* Instructor led facilitation of theory
* Demonstration by trainer
* Practical work by trainee
* Viewing of related videos
* Project
* Group discussions

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

WORK ETHICS AND PRACTICES

**UNIT CODE:** 0417 541 02A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply work ethics and practices.

**Duration of Unit:** 40 hours

**Unit Description**

This unit covers competencies required to demonstrate employability skills. It involves the ability to: conduct self-management, promote ethical work practices and values, promote teamwork, manage workplace conflicts, maintain professional and personal development, apply problem-solving, and promote customer care.

|  |  |  |
| --- | --- | --- |
| **S/No** | **ELEMENTS** | **DURATION (HRS)** |
| 1 | Apply self-management skills | 10 |
| 2 | Promote ethical work practices and values | 4 |
| 3 | Promote Team work | 10 |
| 4 | Maintain professional and personal development | 10 |
| 5 | Apply Problem-solving skills | 4 |
| 6 | Promote Customer Care | 2 |
|  |  | 40 |

**Learning Outcomes, Content, and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Apply self-management skills | * 1. Formulating personal vision, mission, and goals   2. self-esteem development   3. Emotional intelligence and Coping with Work Stress.   4. Assertiveness Development   5. Accountability and responsibility   6. Time management attendance and punctuality   7. Setting performance targets   8. Self-awareness   9. Motivation, initiative and proactivity   10. Monitor and evaluate performance target | * Written assessment * Oral assessment * Third party reports * Portfolio of evidence * Project * Practical |
| 1. Promote ethical work practices and values | * 1. Integrity   2. Organizational codes of conduct   3. Industry policies and procedures   4. Professionalism | * Written assessment * Oral assessment * Third party reports * Project * Practical |
| 1. Promote Teamwork | * 1. Teams      1. Small work group      2. Staff in a section/department      3. Inter-agency group      4. Virtual teams   2. Determination of team roles and objectives.   3. Team activities   4. Team performance and evaluation   5. Conflicts and conflict resolution      1. Interpersonal Conflict.      2. Intrapersonal Conflict.      3. Intergroup Conflict.      4. Intragroup Conflict.   6. Gender and diversity mainstreaming   7. Healthy workplace relationships      1. Man/Woman      2. Trainer/trainee      3. Employee/employer      4. Client/service provider      5. Husband/wife      6. Boy/girl      7. Parent/child      8. Sibling relationships   8. Adaptability and flexibility | * Written assessment * Oral assessment * Third party reports * Project * Practical |
| 1. Maintain professional and personal development | * 1. Personal growth and development      1. Growth in the job      2. Career mobility      3. Gains and exposure the job gives      4. Net workings      5. Benefits that accrue to the individual as a result of noteworthy performance      6. Training and career opportunities      7. Participation in training programs      8. Serving as Resource Persons in conferences and workshops      9. Capacity building   2. Training Resources      1. Human      2. Financial      3. Technology   3. Licenses and certifications for professional growth and development   4. Recognition in career advancement   5. work life balance.   6. Dynamism and on-the-job learning | * Written assessment * Third party reports * Project * Practical |
| 1. Apply Problem-solving skills | * 1. ***Creative, innovative***      1. New ideas      2. Original ideas      3. Different ideas      4. Methods/procedure      5. Processes      6. New tools   2. Independence and initiative in problem identification and solving   3. Problem-solving process   4. Methods of solving problems   5. Problem analysis and assumption testing. | * Written assessment * Third party reports * Project * Practical |
| 1. Promote Customer Care | * 1. Identifying customer needs   2. Customer feedback methods      1. Verbal      2. Written      3. Informal      4. Formal   3. Resolving customer concerns   4. Customer outreach programs   5. Customer retention | * Written assessment * Third party reports * Project * Practical |

**Suggested Methods of Instruction**

* Instructor lead facilitation of theory using active learning strategies.
* Demonstrations
* Simulation/Role play
* Group Discussion
* Presentations
* Projects
* Case studies
* Assignments

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

FINANCIAL ACCOUNTING SKILLS

**UNIT CODE: 0411 551 03A**

**Duration of unit:** 120 hours

**Relationship to occupational standards**

This unit addresses the unit of competency: Apply Financial Accounting Skills.

**UNIT DESCRIPTION**

This unit specifies the competencies required to apply financial accounting skills. It involves applying accounting concepts, conventions and policies, preparing books of original entries, posting transactions to the ledger, preparing cash books, correcting accounting errors, preparing bank reconciliation statements, maintaining non-current assets register, maintaining receivables and payables ledgers and preparing sole trader statements.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| S/No. | **Learning Outcomes** | **DURATION (HRS)** |
| 1 | Apply accounting concepts, conventions and policies | 8 |
| 2 | Prepare books of original entries | 10 |
| 3 | Post transaction to the ledger | 16 |
| 4 | Prepare cash books | 10 |
| 5 | Correct accounting errors | 16 |
| 6 | Prepare Bank Reconciliation statements | 8 |
| 7 | Maintain non-current assets’ register | 18 |
| 8 | Maintain receivables and payables ledgers | 13 |
| 9 | Prepare sole trader statements | 20 |
| **TOTAL** |  | **120** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning outcomes** | **Content** | **Assessment methods** |
| 1. Apply accounting concepts, conventions and policies | * 1. Accounting concepts, conventions and policies      1. Going concern      2. Accrual      3. Prudence      4. Matching   2. Accounting equation   3. Users of accounting information | * Practical assessments * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Prepare books of original entries | * 1. Classification of transactions      1. Cash transactions      2. Credit transactions   2. Source documents      1. Invoices      2. Vouchers      3. Receipts   3. Books of original entry      1. Purchases day book      2. Sales day book      3. Petty cash book   4. Source documents recording | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Post transaction to the ledger | * 1. Classification of ledgers      1. General ledger      2. Sales ledger      3. Purchases ledger   2. ledger accounts identification   3. Posting of transactions to ledgers   4. Balancing off ledger accounts   5. Trial Balance   6. Preparation of Trial Balance | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Prepare cash books | 4.1 Cash books  4.1.1 Two column cashbook   * + 1. Three column cashbook     2. Petty cashbook   1. Classification of cash receipts   2. Recording of cash receipts   3. Discounts      1. Cash discounts      2. Trade discounts      3. Quantity discounts | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Correct accounting errors | * 1. Errors affecting the trial balance   2. Errors that do not affect the trial balance   3. Correction of errors   4. Suspense account   5. Reported gross/net profit   6. The final statement of financial position | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Prepare bank reconciliation statements | * 1. Cash book and bank statement balance discrepancies:      1. Items appearing in the cashbook but not in the bank statement      2. Items appearing in the bank statement but not in the cash book      3. Errors   2. Update the cash book   3. Bank reconciliation statement | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Maintain non-current assets’ register | * 1. Determining costs of assets as per Accounting standards   2. Depreciation computation   3. Depreciation recording as per accounting guidelines   4. Accounting treatment on depreciation   5. Acquisition of Non-current assets   6. Disposal of non-current assets   7. Determining asset balances | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Maintain receivables and payables ledgers | * 1. Bad debts written off   2. Provision for bad debts   3. Adjusting receivable balances   4. Adjusting Payable balances   5. Control accounts:      1. Sales ledger control account      2. Purchases ledger control account | * Practical * Projects * Poe evaluation * Third party reports * Written tests |
| 1. Prepare sole trader statements | 9.1. Income and expenditure  9.2. Year-end adjustments  9.3. Accruals  9.4 Prepayments  9.5 Provisions  9.6 Statement of profit or loss  9.7 Statement of financial position items  9.8 Statement of financial position | * Practical * Projects * Poe evaluation * Third party reports * Written tests |

**Suggested delivery methods**

* Demonstration
* Practical work by trainee
* Fieldwork and benchmarking
* Group discussions
* Case studies
* Role play

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**References**

* Organization operating procedures
* Industry/workplace codes of practice
* Cooperative societies act
* Sacco societies act
* Text books
* Cooperative society journals
* Magazines
* E-learning resources

TRADE ACTIVITIES

UNIT CODE: 041455404A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: perform trade activities

**Duration of Unit:** 100 Hours

**Unit Description**

This unit specifies the competencies required to perform trade activities. It includes gathering channel insights, matching consumer needs to distribution channel, determining best channel(s), conducting channel trade activities.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **LEARNING OUTCOMES** | **DURATION (Hrs)** |
| 1 | Gather channel insight | 25 |
| 2 | Match consumer needs to distribution channels | 25 |
| 3 | Determine best channels | 25 |
| 4 | Conduct channel trade activities | 25 |
| **SUB TOTAL** |  | **100** |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Gather channel insights | * 1. Market size (geographical coverage)   2. Price strategies   3. Purchasing patterns   4. Channels of distribution | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Match consumer needs to distribution channel | * 1. Methods of Route to market   2. Channels of distribution   3. Factors that determine distribution channel choice | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Determine Best Channel (s) | **3.1** Route to Market (RtM) options **3.2** Picture of success **3.3** RtM selection using DIME Approach **3.4** Strategy map preparation | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Conduct channel trade activities | 4.1 Trade activity analysis  4.2 Trade activity classification  4.3 Territory plan and allocation schedule  4.4 Monitoring trade activities  4.5 Point of Sale Material (POSM) selection  4.6 Trade activity scheduling  4.7 Performing trade activities | * Observation * Written Assessment * Oral questions * Third party report |

**Suggested Methods of Instruction**

* Project
* Demonstration by trainer
* Practice by the trainee
* Discussions
* Direct instruction
* Simulation
* On job training

**Recommended Resources**

* Means of transport
* Videos
* Projectors
* Computers
* Internet connectivity
* Data collection tools
* Stationery
* Telephone
* Reference materials
* Learners guides
* Resource persons
* Model learning rooms

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**BRAND PROMOTION**

UNIT CODE: 041455405A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: conduct brand promotion

**Duration of unit:** 120 Hours

**Unit Description**

This unit specifies the competencies required to conduct brand promotion. It involves determining brand objectives, identifying brand barriers, determining brand positioning, undertaking brand promotion activities and preparing brand promotion report.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO** | **LEARNING OUTCOMES** | **DURATION (Hrs)** |
| 1 | Determine brand objectives | 24 |
| 2 | Identify brand barriers | 24 |
| 3 | Determine brand positioning | 24 |
| 4 | Undertake brand promotion activities | 24 |
| 5 | Prepare brand promotion report | 24 |
| SUB TOTAL | | 120 |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Determine brand objectives | **1.1** Brand purpose **1.2** Brand audience **1.3** Brand objectives timelines | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Identify brand barriers | **2.1** Customer profile **2.2** Market research **2.3** Brand barriers analysis **2.4** Brand barriers handling **2.5** Brand offering reassessment | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Determine brand positioning | **3.1** Target audience review **3.2** Brand market identification **3.3** Brand competition analysis **3.4** Critical brand benefits **3.5** Brand benefits communication | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Undertake Brand promotion activities | **4.1** Brand promotion activities classification **4.2** Brand promotion target audience **4.3** Brand promotion budget **4.4** Brand promotion work plan preparation **4.5** Brand promotion work plan implementation and review   * 1. Sales promotion   2. Major Decisions in sales promotion | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Prepare brand promotion report | **5.1** Brand feedback analysis **5.2** Customer satisfaction measures **5.3** Brand acceptance testing **5.4** Brand impact measurement **5.5** Preliminary brand promotion report **5.6** Recommendations sharing | * Observation * Written Assessment * Oral questions * Third party report |

**Suggested Methods of Instruction**

* Project
* Demonstration by trainer
* Practice by the trainee
* Discussions
* Direct instruction
* Simulation
* On job training

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

MODULE TWO

**DIGITAL LITERACY**

**UNIT CODE:** 061154106A

**Duration of Unit:** 40 Hours

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply Digital Literacy

**Unit Description**

This unit covers the competencies required to demonstrate digital literacy. It involves operating computer devices, solving tasks using the Office suite, managing data and information, performing online communication and collaboration, applying cyber security skills, performing jobs online and applying job entry techniques.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **LEARNING OUTCOMES** | **DURATION** |
|  | Operate computer devices | 6 |
|  | Solve tasks using Office suite | 14 |
|  | Manage data and information | 6 |
|  | Perform online communication and collaboration | 4 |
|  | Apply cybersecurity skills | 4 |
|  | Perform online jobs | 4 |
|  | Apply job entry techniques | 2 |
| **TOTAL** |  | 40 |

**Learning Outcomes, Content, and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested**  **Assessment Methods** |
| --- | --- | --- |
| 1. Operate computer devices | * 1. Computer device      1. Desktops      2. Laptops      3. Smartphones      4. Tablets      5. Smartwatches   2. Computer Hardware      1. The System Unit E.g. Motherboard, CPU, casing      2. Input Devices e.g. Pointing, keying, scanning, voice/speech recognition, direct data capture devices.      3. Output Devices e.g. hardcopy output and softcopy output      4. Storage Devices e.g. main memory e.g. RAM, secondary storage (Solid state devices, Hard Drives, CDs & DVDs, Memory cards, Flash drives      5. Computer Ports e.g. HDMI, DVI, VGA, USB type C etc.   3. Classification of computer software      1. System software e.g. Operating System (Windows, Macintosh, Linux, Android, iOS)      2. Application Software e.g. Word Processors, Spreadsheets, Presentations etc.      3. Utility Software e.g. Antivirus programs   4. Procedure for turning computer on and off   5. Mouse use techniques   6. Keyboard Parts and Use Techniques   7. File and Files Management using an operating system   8. Computer Internet Connection Options      1. Mobile Networks/Data Plans      2. Wireless Hotspots      3. Cabled (Ethernet/Fiber)      4. Dial-Up      5. Satellite   9. Computer external devices management   10. Operating system functions   11. Desktop Customization   12. Device connections   13. Device controls (volume controls and display properties) | * Portfolio of evidence * Written assessment * Oral assessment * Practical assessment |
| 1. Solve tasks using Office suite | * 1. Meaning and Importance of Word Processing   2. Preparation of worksheet data   3. Edit of worksheet data   4. Data manipulation   2.4.1. Use of formulae  2.4.2 Use of functions  2.4.3 Sorting  2.4.4 Filtering  2.4.5 Visual representation using charts   * 1. Saving of work sheet   2. Electronic presentation concepts      1. Creating slides      2. Editing slides      3. Formatting slides      4. Applying slide effects and transitions      5. Creating and playing slideshows      6. Saving presentations   Printing slides and handouts   * 1. Working with word documents      1. Open and close word processor      2. Create a new document      3. Save a document      4. Switch between open documents   2. Enhancing productivity      1. Set basic options/preferences      2. Help resources      3. Use magnification/zoom tools      4. Display, hide built-in tool bar      5. Using navigation tools   3. Typing Text   4. Document editing (copy, cut, paste commands, spelling and Grammar check)   5. Document formatting      1. Formatting text      2. Formatting paragraph   6. Formatting styles   7. Alignment   8. Creating tables   9. Formatting tables   10. Graphical objects       1. Insert object (picture, drawn object)       2. Select an object       3. Edit an object       4. Format an object   11. Document Print setup       1. Page layout,       2. Margins set up       3. Orientation.   12. Word Document Printing   13. Meaning & Importance of electronic spreadsheets   14. Components of Spreadsheets   15. Application areas of spreadsheets   16. Using spreadsheet application   2.18.1Parts of Excel screen: ribbon, formula bar, active cell, name box, column letter,row number, Quick Access Toolbar.   * + 1. Worksheet printing     2. Electronic Presentations   1. Meaning and Importance of electronic presentations   2. Examples of Presentation Software   3. Using the electronic presentation application   4. Parts of the PowerPoint screen (slide navigation pane, slide pane, notes, the ribbon, quick access toolbar, and scroll bars).   5. Open and close presentations   6. Creating Slides (Insert new slides, duplicate, or reuse slides.)   7. Text Management (insert, delete, copy, cut and paste, drag and drop, format, and use spell check).   8. Use magnification/zoom tools   9. Apply or change a theme.   10. Save a presentations   11. Switch between open presentations   12. Developing a presentation       1. Presentation views       2. Slides       3. Master slide   13. Text   14. Editing text   15. Formatting   16. Tables       1. Charts   17. Using charts   18. Organization charts       1. Graphical objects   19. Insert, manipulate   20. Drawings       1. Prepare outputs   21. Applying slide effects and transitions   22. Check and deliver       1. Spell check a presentation       2. Slide orientation       3. Slide shows, navigation   23. Print presentations (slides and handouts) | * Portfolio of Evidence * Project * Written assessment * Practical assessment * Oral assessment |
| 1. Manage Data and Information | * 1. Meaning of Data and information   2. Importance and Uses of data and information   3. Types of internet services   4. Communication Services   5. Information Retrieval Services   6. File Transfer   7. World Wide Web Services   8. Web Services   9. Automatic Network Address Configuration      1. New group      2. Ecommerce   10. Types of Internet Access Applications   11. Web browsing concepts   12. Key concepts   13. Security and safety   14. Web browsing   15. Using the web browser   16. Tools and settings   17. Clearing Cache and cookies   18. URIs   19. Bookmarks   20. Web outputs   21. Web based information   22. Search   23. Critical evaluation of information   24. Copyright, data protection   25. Downloads Management   26. Performing Digital Data Backup (Online and Offline)   27. Emerging issues in internet | * Portfolio of Evidence * Project * Written assessment * Practical assessment * Oral assessment |
| 1. Perform online communication and collaboration | * 1. Netiquette principles   2. Using email      1. Sending email      2. Receiving email      3. Tools and settings      4. Organizing email   3. Digital content copyright and licenses   4. Online collaboration tools      1. Online Storage (Google Drive)      2. Online productivity applications (Google Docs & Forms)      3. Online meetings (Google Meet/Zoom)      4. Online learning environments      5. Online calendars (Google Calendars)      6. Social networks (Facebook/Twitter - Settings & Privacy)   5. Preparation for online collaboration      1. Common setup features      2. Setup   6. Mobile collaboration      1. Key concepts      2. Using mobile devices      3. Applications      4. Synchronization | * Practical assessment * Project * Portfolio of evidence * Third party reports * Written tests * Oral questions |
| 1. Apply cybersecurity skills | * 1. Data protection and privacy      1. Confidentiality of data/information      2. Integrity of data/information      3. Availability of data/information   2. Internet security threats      1. Malware attacks      2. Social engineering attacks      3. Distributed denial of service (DDoS)      4. Man-in-the-middle attack (MitM)      5. Password attacks      6. IoT Attacks      7. [Phishing Attacks](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#phishing-attacks)      8. [Ransomware](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#ransomware)   3. Computer threats and crimes   4. Cybersecurity control measures      1. Physical Controls      2. Technical/Logical Controls (Passwords, Pins, Biometrics)      3. Operational Controls   5. Laws governing protection of ICT in Kenya      1. The Computer Misuse and Cybercrimes Act No. 5 of 2018      2. The Data Protection Act No. 24 Of 2019 | * Practical assessment * Project * Portfolio of evidence * Third party reports * Written tests * Oral questions |
| 1. Perform Online Jobs | * 1. Types of online Jobs   2. Online job platforms      1. Remo task      2. Data annotation tech      3. Cloud worker      4. Up work      5. One forma      6. Append   3. Online account and profile management   4. Identifying online jobs/job bidding   5. Online digital identity   6. Executing online tasks   7. Management of online payment accounts. | * Practical assessment * Project * Portfolio of evidence * Third party reports * Written tests * Oral questions |
| 1. Apply job entry techniques | * 1. Sources of job opportunities   2. Resume/ curriculum vitae      1. What is a CV      2. How long should a CV be      3. What to include in a CV      4. Format of CV      5. How to write a good CV      6. Don’ts of writing a CV   3. Job application letter      1. What to include      2. Addressing a cover letter      3. Signing off a cover letter   4. Portfolio of Evidence      1. Academic credentials      2. Letters of commendations      3. Certification of participations      4. Awards and decorations   5. Interview skills      1. Listening skills      2. Grooming      3. Language command      4. Articulation of issues      5. Body language      6. Time management      7. Honesty   6. Generally knowledgeable in current affairs and technical area | * Practical assessment * Project * Portfolio of evidence * Third party reports * Written tests * Oral questions |

**Suggested Methods Instruction**

* + Instructor-led facilitation using active learning strategies
  + Demonstration by trainer
  + Practical work by trainees
  + Viewing of related videos
  + Group discussions
  + Project
  + Role play
  + Case study

**Recommended Resources for 25 Trainees**

* 25 computers with the following software:
  + Windows/Linux/Macintosh Operating System
  + Microsoft Office Software
  + Google Workspace Account
  + Antivirus Software
* 2 Printers
* Printing Papers
* External storage media
* 1 Projector
* 1 Whiteboard
* 1 Smartboard/Smart TV (Where applicable)
  + Assorted whiteboard markers
  + Internet connection
  + 5 samples of CVs
  + 5 samples of job applications

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

ENTREPRENEURIAL SKILLS

**UNIT CODE:** 041354107A

**Relationship to occupational standards**

This unit addresses the unit of competency: Apply Entrepreneurial skills.

**Duration of unit:** 40 hours

**Unit Description:**

This unit covers the competencies required to demonstrate an understanding of entrepreneurship. It involves demonstrating an understanding of financial literacy, applying entrepreneurial concepts identifying entrepreneurship opportunities, applying business legal aspects, and developing business innovative strategies and business plans.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| S/NO. | **LEARNING OUTCOMES** | **DURATION** |
|  | Apply Financial Literacy Skills | 5 |
|  | Apply entrepreneurial concept | 7 |
|  | Identify entrepreneurial opportunities | 6 |
|  | Apply business legal aspects | 7 |
|  | Innovate Business strategies | 7 |
|  | Develop Business Plan | 8 |
| **SUB-TOTAL** |  | **40** |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Apply financial literacy | * 1. Sources of personal and business funds      1. Salary/Wages      2. Investments      3. Savings      4. Inheritance      5. Government Benefits      6. Equity Financing      7. Debt Financing,      8. Personal Savings/Investment      9. Retained Earnings      10. Grants and Subsidies      11. Crowdfunding      12. supplier Credit:      13. Leasing and Asset Financing:   2. Personal finance management   3. Saving management   4. Debt management   5. Investment decisions   6. Insurance services | * Observation * Project * Written assessment * Oral assessment * Third party report * Interviews |
| 2.Apply entrepreneurial concept | * 1. Difference between Entrepreneurs and Business persons   2. Types of entrepreneurs      1. Innovators      2. Imitators      3. Craft      4. Opportunistic      5. Speculators   3. Ways of becoming an entrepreneur   4. Characteristics of Entrepreneurs      1. Creative      2. Innovative      3. Planner      4. Risk taker      5. Networker      6. Confident      7. Flexible      8. Persistent      9. Patient   5. salaried employment and self-employment   6. Requirements for entry into self-employment   7. Roles of an Entrepreneur in an enterprise   8. Contributions of Entrepreneurship | * Observation * Project * Written assessment * Oral assessment * Third party report |
| 3.Identify entrepreneurship opportunities | * 1. Sources of business ideas   2. Factors to consider when evaluating business opportunity   3. Entrepreneurial opportunities   4. Generation of Business ideas and opportunities   5. Business life cycle | * Observation * Project * Written assessment * Oral assessment * Third party report |
| 4.Apply business legal aspects | * 1. Forms of business ownership      1. Sole proprietorship      2. Partnership      3. Limited companies      4. Cooperatives   2. Business registration and licensing processing   3. Types of contracts and agreements   4. Employment laws   5. Taxation laws | * Observation * Project * Written assessment * Oral assessment * Third party report |
| 5.Innovate business Strategies | * 1. business Innovative strategies   2. Creativity in business   3. Business innovation      1. New products      2. New methods of production      3. New markets      4. New sources of supplies      5. Change in industrialization   4. Entrepreneurial Linkages   5. ICT in business growth and development | * Observation * Project * Written assessment * Oral assessment * Third party report |
| 6.Develop Business Plan | * 1. Business idea   2. Business description   3. Marketing plan   4. Organizational/Management   plan   * 1. Production/operation plan   2. Financial plan   3. Executive summary   4. Business plan presentation   5. Business idea incubation | * Observation * Written assessment * Project * Oral assessment * Third party report |

**Suggested Methods of Instruction**

* Direct instruction with active learning strategies
* Project (Business plan)
* Case studies
* Field trips
* Group Discussions
* Demonstration
* Question and answer
* Problem solving
* Experiential
* Team training
* Guest speakers

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

ECONOMICS SKILLS

**UNIT CODE: 0413 551 08A**

**Duration of unit:** 150 hours

**Relationship with occupational standards**

This unit addresses the unit of competency: Apply Economic Skills.

**UNIT DESCRIPTION**

This unit specifies the competencies required to apply economic skills. It involves applying fundamentals of economic concepts, demand and supply in market analysis, consumer behaviour theory, production theory, cost theory, understanding market structures, inflation and unemployment, money and banking, National income and international trade.

**Learning outcomes**

**Learning outcomes**

|  |  |  |
| --- | --- | --- |
| **S/ NO.** | **LEARNING OUTCOMES** | **DURATION** |
| 1 | Apply fundamental economic concepts. | 14 |
| 2 | Apply demand and Supply in market analysis | 15 |
| 3 | Apply consumer behavior theory | 15 |
| 4 | Apply production theory | 15 |
| 5 | Apply costs theory | 15 |
| 6 | Differentiate market structures | 15 |
| 7 | Determine national income | 15 |
| 8 | Understand Money and Banking | 14 |
| 9 | Determine Inflation and unemployment | 14 |
| 10 | Understand International trade | 18 |
| **SUB-TOTAL** |  | **150** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Apply fundamental of Economic Concepts | * 1. Economic concepts.      1. Economic resources      2. human wants      3. Scarcity and choice      4. opportunity cost      5. production possibility curves/frontiers   2. Economic methodology   3. Scope of economic resources   4. Economic systems.   5. Effective resource utilization. | * Case studies * Written assessment * Oral assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 1. Apply demand and supply in market analysis | * 1. Market demand and supply dynamics.   2. Factors affecting demand and supply.   3. Demand and supply curves   4. Elasticity of demand and supply. | * Case studies * Practical * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 1. Apply consumer behaviour theory | * 1. Consumer behaviour approaches.   2. Consumer utility      1. marginal utility      2. law of diminishing   3. consumer equilibrium   4. Indifference curves | * Case studies * Practical * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Projects * Group Discussion * Portfolio of evidence * Case studies * Practical * Written assessment * Demonstration * Projects * Portfolio of evidence |
| 1. Apply production theory | * 1. Mobility of Factors of production and their rewards   2. Output units determination   3. Stages of production 4.3.1 Primary      1. Secondary      2. Tertiary   4. Long run and short run production period   5. Direct and Indirect Production   6. Merits and demerits of direct and indirect production   7. Division of labour and specialization. | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 1. Apply cost theory | * 1. Classification of production costs      1. Fixed costs      2. Variable costs      3. Total cost      4. Opportunity costs      5. Marginal cost   2. short run costs analysis   3. long run costs analysis   4. Cost curves analysis.   5. Optimal size of the firm.      1. Economies of scale. | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 1. Differentiate market Structures | * 1. Market structures determination   2. Market output   3. Market Prices.   4. Market structures selection      1. Perfect competition      2. Monopoly      3. Monopolistic      4. Oligopoly      5. Duopoly | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 7. Determine national income | * 1. Concept of national income      1. Gross Domestic Product (GDP      2. Gross national product (GNP) and net national product (NNP)      3. Net national income (NNI) at market price and factor cost      4. Disposable income   2. Methods used to measure national income      1. Income approach      2. Output approach      3. Expenditure approach   3. Problems of national income   4. Importance of national income statistics   5. National income equilibrium. | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 8. Understand Money and Banking | * 1. Functions of money   2. Characteristics of money   3. Financial institutions   4. Functions of central bank and commercial bank   5. Functions of non-banking financial   institutions | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 9. Determine Inflation and unemployment | * 1. Types of inflation      1. Cost push      2. Demand pull   2. Causes of inflation   3. Effects of inflation   4. Measures to control inflation      1. Fiscal policy      2. Monetary   5. Direct intervention      1. Causes of unemployment      2. Unemployment control measures | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |
| 10. Understand International Trade | 10.1. Concept of international trade;   * + 1. Meaning,     2. Advantages and disadvantages.   1. International balance of payments.      1. International Balance of trade.      2. International Terms of trade. | * Case studies * Practical * Written assessment * Demonstration * Projects * Group Discussion * Portfolio of evidence |

**Suggested delivery methods**

* Demonstration
* Practical work by trainee
* Fieldwork and benchmarking
* Group discussions
* Case studies
* Role play

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**References**

* Organization operating procedures
* Industry/workplace codes of practice
* Cooperative societies act
* Sacco societies act
* Text books
* Cooperative society journals
* Magazines
* E-learning resources

**CUSTOMER EXPERIENCE**

**UNIT CODE: 041455109A**

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Manage customer experience

**Duration of Unit:** 120 hours

**Unit Description**

This unit specifies the competencies required to manage customer experience. It involves collecting consumer insights, determining engagement model, creating communication content, testing engagement content, evaluating customer experience, innovating and renovating consumer experience pipeline and preparing customer experience report.

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **LEARNING OUTCOMES** | **DURATION (Hrs.)** |
| 1 | Collect customer insights | 20 |
| 2 | Determine engagement models | 20 |
| 3 | Test engagement content | 20 |
| 4 | Evaluate customer experience | 20 |
| 5 | Innovate and renovate customer experience pipeline | 20 |
| 6 | Prepare customer experience report | 20 |
| SUB-TOTAL |  | 120 |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Collect customer insights | 1.1 Identifying target audience  1.2 Collecting and analysing historical data on customer behaviour  1.3 Identifying gaps in current trends  1.4 Identifying channels of collecting customer insight information  1.5 Preparing and sharing customer insight report  1.6 Incorporating Artificial Intelligence | * Observation * Written * Oral * Project * Case studies |
| 1. Determine engagement model | 2.1 Identifying purpose of engagement model  2.2 Identifying target audience  2.3 Determining engagement channels  2.4 Carrying out audience engagement  2.5 Evaluating engagement models | * Written * Project * Observation * Case studies |
| 1. Test engagement content | * 1. Identifying target audience   3.2 Identifying communication channel  3.3 Rolling out content for audience engagement  3.4 content sent  3.4 Analysing audience responses | * Observation * Case studies * Project * Written * Oral |
| 1. Evaluate customer experience | 4.1 Selecting target audience  4.2 Determining customer experience to be measured  4.3 Designing data collection channels  4.4 Collecting and analysing data  4.5 Identifying customer experience gaps  4.6 Identifying and carrying out corrective measures  4.6.1 Designing ways reducing carbon emissions from business operations  4.7 Preparing customer experience report. | * Observation * Project * Case studies * Written * Oral |
| 1. Innovate and renovate customer experience pipeline | 5.1 Identifying target audience  5.2 Collecting customer insight data  5.3 Analysing competitor activity  5.4 Identify customer satisfaction gaps  5.5 Modifying existing processes  5.6 Creating new processes  5.6.1 Innovating eco-friendly packaging materials  5.7 Creating prototype  5.8 Launching new process | * Observation * Written * Oral * Project * Case studies |
| 1. Prepare customer experience report. | 6.1 Collecting and analysing customer experience data  6.2 Compiling and sharing customer experience recommendations report  6.3 Monitoring and reviewing customer experience periodically | * Observation * Written * Oral * Project * Case studies |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**MARKETING COMMUNICATION ACTIVITIES**

**UNIT CODE: 041455410A**

**Relationship to Occupational Standards**

This unit addresses the unit of competency: conduct marketing communication activities

**Duration of Unit:** 100 Hours

**Unit Description**

This unit addresses the competencies required to conduct marketing communication activities. It involves determining communication content, identifying brand essence, collecting consumer insight, designing communication content, carrying out marketing communication, analysing marketing communication feedback and preparing marketing communications activities report.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **Sr. No** | **Learning Outcomes** | **Duration** |
| **1** | Determine Communication content | **20** |
| **2** | Identify brand Essence | **10** |
| **3** | Collect consumer insights | **10** |
| **4** | Design Communication content | **15** |
| **5** | Carry out marketing communication | **15** |
| **6** | Analyze marketing communication feedback | **15** |
| **7** | Prepare marketing communication activities report | **15** |
|  | **Total= 100 Hrs** | |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Determine Communication content | * 1. Define marketing communication   2. Consumer behaviour      1. Factors influencing consumer behaviour      2. Psychological processes of consumer behaviour   3. Buyer decision process   4. Business markets      1. Definition      2. Difference between business markets and consumer markets      3. Buying situations      4. Participants in business buying process      5. Stages in business buying process   5. Managing business to business customer relationship   6. Business environment   7. Content of market communication | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Identify brand Essence | * 1. Brand   2. Characteristics of brand   3. Benefits of product brand | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Collect consumer insights | * 1. Consumer insights   2. Simple budgets   3. Methods of data collection   4. Methods of data analysis   5. Methods of data presentation | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Design Communication content | * 1. Tag line   2. Channels of communication   3. Content aesthetic   4. Marketing communication legal requirements | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Conduct marketing communication | * 1. Developing effective communication      1. Identifying the target audience,      2. Setting the communication objectives,      3. Designing the communications,      4. Selecting the communication channels,   2. Establishing the total marketing communications budget   3. Factors determining target audience   4. Content of marketing communication   5. Channels of communication      1. Analyze different channels of communication      2. Pros and cons of different channels of communication | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Analyze marketing communication feedback | * 1. Methods of data analysis   2. Importance of analysing feedback   3. Methods of collecting marketing communication feedback      1. Ratings      2. Weighing positive and negative comments   4. Marketing communication procedures | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Prepare marketing communication activities report | * 1. Marketing communication      1. Communication process models   2. Characteristics of marketing communication   3. Objectives of marketing communication | * Observation * Written Assessment * Oral questions * Third party report |

**Suggested Methods of Instruction**

* Project
* Demonstration by trainer
* Practice by the trainee
* Discussions
* Direct instruction
* Simulation
* On job training

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

MODULE THREE

PRINCIPLES OF COMMERCIAL LAW

**UNIT CODE: 0421 541 11A**

**UNIT DURATION: 80 hours**

**Relationship to occupational standards**

This unit addresses the unit of competency: Apply Principles of Commercial law.

**UNIT DESCRIPTION**

This unit specifies the competencies required to apply principles of commercial law; It involves demonstrating an understanding of nature of law, Illustrating the structure of court system in Kenya, applying law of tort, law of contract, law of agency, law of sale of goods, hire purchase contracts, law of negotiable instruments, law of insurance and law of property.

**Learning outcomes**

|  |  |  |
| --- | --- | --- |
| **S/ NO.** | **LEARNING OUTCOMES** | **DURATION** |
| 1 | Demonstrate understanding of nature of law | 6 |
| 2 | Illustrate the structure of court system in Kenya | 10 |
| 3 | Apply law of Tort | 8 |
| 4 | Apply law of Contract | 16 |
| 5 | Apply law of Agency | 6 |
| 6 | Apply law of sale of goods | 6 |
| 7 | Apply hire purchase contracts | 6 |
| 8 | Apply law of negotiable instruments | 6 |
| 9 | Apply law of insurance | 6 |
| 10 | Apply law of property | 10 |
| **SUB-TOTAL** |  | 80 |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Demonstrate understanding of nature of law | * 1. Nature of law   2. Purpose of law   3. Sources of law in Kenya      1. Constitution      2. Legislation (Acts of parliament)      3. Judicial precedent      4. County assembly legislations      5. Statutes of general application      6. Common law      7. Equity      8. Islamic law   4. Classification of law in Kenya   5. Law and morality | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third-Party Report |
| 1. Illustrate the structure of court system in Kenya | * 1. Court structure in Kenya   2. Kenyan courts      1. Supreme Court      2. Court of Appeal      3. High Court      4. Employment and Labor Relations Court      5. Environment and Land Court      6. Magistrates Court      7. Court Martial      8. Kadhis’ Court   3. Jurisdiction of courts   4. Administrative tribunals   5. Licensing boards   6. Components of the judicial service of Kenya | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third-Party Report |
| 1. Apply law of Tort | * 1. Nature of tortuous liability   2. Tort, crime and breach of contract   3. Capacity to sue/sued   4. Types of torts      1. Negligence      2. Defamation      3. Nuisance      4. Trespass   5. General defenses   6. Vicarious liability   7. Strict liability   8. Types of nuisances      1. Public nuisance      2. Private nuisance | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third-Party Report |
| 1. Apply law of Contract | * 1. Essentials of a valid contract   2. Types of contracts      1. Express and implied contracts      2. Unilateral and bilateral contracts      3. Valid, void and voidable contracts      4. Specialty and simple contracts      5. Contracts Uberrimae Fidei   3. Methods of discharging contract   4. Remedies of breach of contract   5. The acceptance   6. Consideration   7. Contractual capacity   8. Terms of contract   9. Vitiating elements   10. Breach of contract | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third-Party Report |
| 1. Apply law of Agency | * 1. Meaning of agency   2. Parties to an agency relationship   3. Formation of agency   4. Rights of agents   5. Duties of agents   6. Liability of an agent to third parties   7. Undisclosed principal   8. Classes of agents   9. Termination of agency | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |
| 1. Apply law of sale of goods | * 1. Differences between sale and agreement to sell   2. Capacity to buy and sell   3. Terms of sale of goods      1. Conditions      2. Warranties   4. Doctrine of caveat emptor   5. Factors affecting transfer of titles   6. Rights of parties   7. The auction process | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |
| 1. Apply hire purchase contracts | * 1. Nature of hire purchase   2. Hire purchase agreement registration   3. Conditions of terminating hire purchase agreement   4. Completion of hire purchase agreement | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |
| 1. Apply law of negotiable instruments | * 1. Negotiable instruments      1. Cheques      2. Bill of exchange      3. Promissory note   2. Characteristics of negotiable instruments   3. Distinction between negotiable instruments | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |
| 1. Apply law of insurance | * 1. Insurance contracts   2. Insurance principles      1. Subrogation      2. Indemnity      3. Insurable interest      4. Utmost good faith   3. Insurance contracts formation   4. Insurance contracts discharge | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |
| 1. Apply law of property | * 1. Classification of property      1. Real and personal      2. Movable      3. Immovable      4. Tangible      5. Intangible   2. Determination of land interests   3. Intellectual property      1. Patents      2. Trademarks      3. Copyrights      4. Industrial designs | * Written tests * Oral tests * Class presentations * Group discussion * Project * Portfolio of Evidence * Third Party Report |

**Suggested Methods of Instruction**

* Direct Instruction
* Demonstration
* Practicals
* Projects
* Group Discussion

**List of Recommended Resources for 30 trainees Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**References**

* Organization operating procedures
* Industry/workplace codes of practice
* Text books
* Magazines
* E-learning resources

MANAGEMENT SKILLS

**UNIT CODE:** 0413 441 12 A

**UNIT DURATION: 100 hours**

**Relationship to occupational standards**

This unit addresses the unit of competency: Apply Management Skills.

**UNIT DESCRIPTION**

This unit specifies the competencies required to demonstrate management skills. It involves applying context of management, management functions, leadership skills and managing group dynamics.

**Learning outcomes**

|  |  |  |
| --- | --- | --- |
| **S/ NO** | **LEARNING OUTCOMES** | **DURATION** |
| 1 | Analyze context of management | 25 |
| 2 | Apply management functions | 25 |
| 3 | Demonstrate leadership skills | 25 |
| 4 | Analyze groups and teams | 25 |
| **SUB-TOTAL** |  | 100 |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning outcomes** | **Content** | **Suggested Assessment Methods** |
| * + - 1. Apply context of management | * 1. Meaning of management   2. Importance of management   3. Management levels   4. Managerial skills      1. Interpersonal skills      2. Communication and motivation      3. Organization and delegation      4. Mentoring      5. Decision making   5. Functions and Roles of Management   6. Characteristics of Management   7. Ethics and Integrity of Management   8. Characteristics of a good manager   9. Management principles   10. Challenges of management   11. Management as an art-science or profession   12. Evolution of management.       1. Classical era       2. Behavioural era       3. Modern era | * Case studies * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Practicals * Projects * Group Discussion * Portfolio of evidence |
| 1. Apply management functions | * 1. planning functions   2. Organizing functions   3. Directing functions   4. Staffing function      1. Meaning and importance of staffing      2. Manpower planning      3. Recruitment and selection      4. Training and induction      5. Performance management.      6. Compensation      7. Separation   5. Controlling function   2.5.1 Meaning and importance of controlling functions.   * + 1. Features of a good control system.     2. The control processes.     3. Budgetary control | * Case studies * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Practicals * Projects * Group Discussion * Portfolio of evidence |
| 1. Demonstrate leadership skills | * 1. Theories of leadership      1. Systems theory      2. Contingency theory      3. Classical theory      4. Administration theory      5. Bureaucratic theory      6. Scientific theory      7. Human relation theory   2. Qualities of a leader   3. Leadership styles      1. Democratic theory      2. Autocratic      3. Laissez faire      4. Transformational      5. Transactional | * Case studies * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Practicals * Projects * Group Discussion * Portfolio of evidence |
| 1. Analyze groups and teams | 4.1 Purpose of groups and teams and formation  4.2 Groups and teams’ effectiveness analysis  4.3 Groups and teams’ formation | * Case studies * Written assessment * Oral assessment * Third-party report * Observation * Demonstration * Practicals * Projects * Group Discussion * Portfolio of evidence |

**Suggested Methods of Instruction**

* Direct Instruction
* Demonstration
* Practicals
* Projects
* Group Discussion

**List of Recommended Resources for 30 trainees Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**References**

* Organization operating procedures
* Industry/workplace codes of practice
* Text books
* Magazines
* E-learning resources

BUSINESS MATHEMATICS AND STATISTICS

**UNIT CODE**: **0588 541 13A**

**Relationship to Occupational Standards**

This unit addresses the unit of competency: Carry Out Business Mathematics Statistics

**Duration of Unit:** 100 hours

**Unit Description**

This unit specifies the competencies required to apply business mathematics and statistics to solve business problems. It involves applying statistical equations, applying statistical matrices, working out commercial mathematics, carrying out elementary statistics, carrying out descriptive statistics, applying set theory, applying basic probability theory and using index numbers.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO** | **LEARNING OUTCOMES** | **DURATION (Hrs.)** |
| 1 | Apply Statistical Equations | 14 |
| 2 | Apply Statistical Matrices | 14 |
| 3 | Work-Out Commercial Mathematics | 18 |
| 4 | Carry Out Elementary Statistics | 11 |
| 5 | Carry Out Descriptive Statistics | 9 |
| 6 | Apply Set Theory | 9 |
| 7 | Apply Basic Probability Theory | 14 |
| 8 | Use index numbers | 7 |
| **SUB TOTAL** |  | **100** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Apply statistical equations | * 1. Linear equations; solving and graphs;   2. Quadratic equations; solving and graphs;   3. Differentiation;   4. Integration   5. Simultaneous equations; solving   6. Break-even analysis   7. Total revenue, total cost and profit equations; application of errors | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Apply statistical matrices | * 1. Introduction: order, types   2. Addition, subtraction and multiplication   3. Determinants of 2x2 matrices   4. Inverses of 2x2 matrices   5. Application of matrices to business problems | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Work out Commercial mathematics | 3.1 Buying and selling; discounts, profit and loss, margins and mark-ups   * 1. Commissions and salaries; piece and hourly rates, gross and net pay, PAYE   2. Bills calculations; water and electricity   3. Simple and compound interest   4. Depreciation and appreciation of assets   5. Hire purchase   6. Foreign currency exchange transactions | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Carry out Elementary statistics | 4.1Introduction: definitions and branches of statistics  4.2Methods of data collection:   * + 1. primary and secondary data     2. Sampling techniques   1. Presentation of data:      1. Tables      2. Diagrams: bar charts and pie charts      3. Graphs: basic time series graphs, Z-charts, Lorenz curves and semi log graphs      4. Frequency distribution tables      5. Histogram and frequency polygons      6. Cumulative frequency curve (ogive) and its application | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Carry out Descriptive statistics | * 1. Measures of central tendency:   2. Mean: arithmetic mean, weighted arithmetic mean, geometric mean and harmonic mean   3. Mode   4. Median   5. Measures of dispersion: range, quartile, deciles, percentiles, mean deviation, standard deviation and coefficient of variation   6. Measures of skewness and kurtosis excluding computation of the coefficients | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Apply Set theory | 6.1Introduction to set theory  6.2Types of sets: universal, empty/null, subsets, finite and infinite  6.3Operation of sets: unions, intersections, complements and set difference  6.4 Venn diagrams | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Apply Basic probability theory | 7.1Introduction to probability: definitions, events, outcomes, sample space  7.2Types of events: simple, compound, independent, mutually exclusive,  7.3Mutually inclusive, dependent events  7.4Rules of probability: additive and multiplicative rules  7.5Baye’s Theorem  7.6Elementary probability trees | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |
| 1. Use Index numbers | 8.1Construction of index numbers  8.2 Purpose of index numbers  8.3 Simple index numbers; fixed base method and chain base method  8.4Consumer Price Index (CPI)  8.5Weighted index numbers; Laspeyre’s, Paasche’s, Fisher’s ideal and  8.6Marshall- Edgeworth’s methods (both price and quantity index numbers)  8.7Limitations of index numbers  8.8Emerging issues and trends | * Written tests * Observation * Oral questions * Third party report * Interviewing * Project and report writing |

**Suggested Methods of Instruction**

* Project
* Demonstration by trainer
* Practice by the trainee
* Discussions
* Direct instruction
* Case study
* Audio –visual aids

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S/No. | Category/Item | Description/ Specifications | Quantity | Recommended Ratio  (Item: Trainee) |
| A | Learning Materials |  |  |  |
|  | Textbooks |  | 5 pcs | 1:6 |
|  | PowerPoint presentations | For trainer’s use |  |  |
|  | Projector |  | 1 | 1:30 |
|  | Whiteboard |  | 1 | 1:30 |
|  | Report writing templates |  |  |  |
|  | Rolls flip charts |  | 1 | 1;30 |
|  | Assorted color of whiteboard markers | For trainers Use |  |  |
| B | Learning Facilities & infrastructure |  |  |  |
|  | Lecture/theory room |  | 1 | 1:30 |
|  | Computer Laboratory |  | 1 | 1:30 |
| C | Consumable materials |  |  |  |
|  | Assorted whiteboard markers |  | 30 | 1:1 |
|  | Internet connection |  | 200 mbps | - |
|  | Antivirus Software |  |  | - |
|  | Printing Papers |  | Enough | - |
|  | External storage media |  | 1 tb | - |
| D | Tools and Equipment |  |  |  |
|  | Printers |  | 2 pcs | 2:30 |
|  | Computers | With Windows /Linux/Macintosh Operating System, Microsoft Office Software, Google Workspace Account, Antivirus Software | 30pcs | 1:1 |
|  | Calculator |  | 10 | 10:30 |

**DIGITAL MARKETING**

**UNIT CODE: 041455114A**

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Manage Digital Marketing

**Duration of Unit:** 100 hours

**Unit Description**

This unit specifies the competencies required to manage digital marketing. It involves determining digital content, determining digital marketing channels,

|  |  |  |
| --- | --- | --- |
| **LEARNING OUTCOMES** |  | **DURATION (Hrs.)** |
| 1 | Determine Digital Marketing Objective | 20 |
| 2 | Analyze Digital Marketing Target Audience | 30 |
| 3 | Examine Digital Marketing Channel(S) | 30 |
| 4 | Collect Digital Marketing Feedback | 20 |
| **SUB-TOTAL** |  | **100** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Determine marketing objectives | 1.1 Conducting Product/service SWOT analysis  1.1.1Embracing data archiving and deletion  1.2 Determining current product/service positioning  1.3 Formulating strategy to market product/service  1.4 Formulating improvement plans to address identified weaknesses  1.5 Sharing strategy and improvement plan | * Observation * Written * Oral * Project * Case studies |
| 1. Identify target audience | 2.1 Assessing consumer trends  2.2 Specifying consumer geographical realities  2.3 Using online marketing tactics  2.4 Analysing trade landscape  2.5 Identifying trade channels | * Written * Project * Observation * Case studies |
| 1. Identify digital marketing channel | 3.1 Identifying available digital media  3.2 Defining goals for using digital marketing channels  3.3 Developing digital marketing budget  3.4 Identifying available personnel talent  3.5 Determining digital marketing channel to use | * Observation * Project * Written * oral * Case studies |
| 1. Manage digital marketing content | 4.1 Development of digital marketing policies  4.2 Developing content based on marketing policies  4.3 Assigning marketing roles and responsibilities  4.4 Maintaining and updating digital marketing information/ content | * Observation * Case studies * Project * Written * Oral |
| 1. Monitor and evaluate digital marketing plans | 5.1 Development of data collection and assessment tools  5.2 Conducting data collection and analysis  5.3 Identification of improvement measures for digital marketing strategy  5.4 Implementation of identified improvement measures | * Observation * Case studies * Project * Written * Oral |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**MARKET INNOVATIONS/RENOVATIONS**

UNIT CODE: 041455415A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: conduct innovations/renovations

**Duration of Unit:** 120 Hours

**Unit Description**

This unit specifies the competencies required to conduct innovations/renovations. It involves conducting market assessment, creating prototype, conducting final product launch and post-launch evaluation.

**Summary of learning outcomes**

|  |  |  |
| --- | --- | --- |
| **Sr. No** | **LEARNING OUTCOMES** | **DURATION (Hrs.)** |
| 1 | Conduct Market Assessment | 26 |
| 2 | Create Product Prototype | 30 |
| 3 | Conduct Final Product Launching | 30 |
| 4 | Conduct Post Launch Evaluation | 34 |
| **Sub-Total** | Sub-Total | **120** |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Conduct market assessment | * 1. Types of competitions   2. Market needs   3. Factors determining target audience | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Create prototype | * 1. New product development   2. Prototype      1. Product      2. Service      3. Process   3. Sources of prototype ideas/views   4. Product life cycle stages   5. Product Life-Cycle Marketing   6. Strategies   7. Ways of assessing feedback | * Written Assessment * Observation * Oral questions * Third party report |
| 1. Conduct final product launching | * 1. Roll out plan   2. Simple budget   3. Product testing | * Observation * Written Assessment * Oral questions * Third party report |
| 1. Conduct post-launch evaluation | * 1. Methods of obtaining product feedback   2. Methods of renovating products | * Observation * Written Assessment * Oral questions * Third party report |

**Suggested Methods of Instruction**

* Project
* Demonstration by trainer
* Practice by the trainee
* Discussions
* Direct instruction
* Simulation
* On job training

**Recommended Resources**

* Stationery
* Reference materials
* Learners guides
* Telephone
* Computers
* Internet connectivity
* Data collection tools
* Videos
* Projectors
* Smart board
* Product samples

# MODULE FOUR

# RESEARCH PROJECT

**UNIT CODE:** 041655105A

**Duration of unit:** 120 hours

**Relationship to Occupational Standards**; this unit addresses the Unit of Competency: Conduct Research Project.

**UNIT DESCRIPTION**

This unit covers the competencies required to carry out research study. It includes: writing research study introduction, reviewing research literature, designing research study methodology, analysing research study findings, summarizing research study findings and compiling research report.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO** | **Learning Outcomes** |  |
| **1** | Write research study introduction | 20 |
| **2** | Review research literature | 20 |
| **3** | Design research study methodology | 20 |
| **4** | Analyse research study findings | 20 |
| **5** | Summarize research study findings | 20 |
| **6** | Compile research report | 20 |
|  | Total | **120** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Write research study introduction | * 1. Developing research title.   2. Research variables      1. Independent variables      2. Dependent variables      3. Moderating variables   3. Formulate research objectives   4. Formulate research questions   5. Background to the study      1. Global      2. Regional      3. Local   6. Statement of the problem   7. Significance of the study   8. Scope of the study      1. Study focus      2. Study population      3. Study variables   9. Limitations of the study | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |
| 1. Review research literature | * 1. Relevant theories of the study   2. Empirical literature review   3. Conceptual framework   4. Research gaps | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |
| 1. Design research study methodology | * 1. Research designs   2. Target population      1. Finite      2. Infinite   3. Sampling techniques      1. Probability      2. Non-probability   4. Data collection tools      1. Questionnaires      2. Interview schedules      3. Observations   5. Data analysis techniques      1. Quantitative      2. Qualitative   6. Data presentation methods      1. Tables      2. Charts | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |
| 1. Analyze study findings | * 1. Response rate   2. Data analysis techniques   3. Data interpretation   4. Data presentation | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |
| 1. Summarize research study findings | * 1. Study findings   2. Research recommendations   3. Suggestions for further studies | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |
| 1. Compile research report | * 1. Preliminary review   2. Organization of research report      1. Cover page      2. Declaration      3. Dedication   3. List of references   4. Appendices      1. Letter      2. Introduction      3. Data collection tools      4. Work plan   5. Research report proofreading      1. Change of tenses from future tense to past tense      2. Appropriate line spacing      3. Appropriate font style and font size   6. Report binding      1. Spiral      2. Case/hard cover | * Oral questions * Written assessment * Portfolio of Evidence * Practical assessment * Third party report |

Suggested delivery methods

* Demonstration
* Practical work by trainee
* Fieldwork and benchmarking
* Group discussions
* Case studies
* Role play

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 30 | 1:1 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

**References**

* Organization operating procedures
* Industry/workplace codes of practice
* Cooperative societies act
* Sacco societies act
* Text books
* Cooperative society journals
* Magazines
* E-learning resources

# BRAND STRATEGY

UNIT CODE: 0414 551 11A

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Develop brand strategies

**Duration of Unit:** 180 hours

**Unit Description**

This unit specifies the competencies required to develop brand strategy. It involves determining brand objectives, determining brand identity brand positioning and determining brand launch.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **Learning Outcomes** | **DURATION (Hrs)** |
| **1** | Determine brand objectives | 32 |
| **2** | Determine brand identity | 42 |
| **3** | Determine brand positioning | 50 |
| **4** | Determine brand launch | 56 |
|  | Total | 180 |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Determine brand objectives | 1.1 Determining brand objectives  1.2 Identifying target audience  1.3 Determining Brand evalution  1.4 Brand equity   * Define brand equity * Definition of customer equity * Building brand equity * Branding Decisions * Measuring brand equity * managing brand equity * brand architecture/Devising a Branding Strategy | * Observation * Written * Oral * Project * Case studies |
| 1. Determine brand identity | 2.1Determining brand persona.   * 1. Comparing brand identity to competition offering.   2. Brand competitor reports   3. Developing brand visuals | * Observation * Project * Written * oral * Case Study |
| 1. Determine brand positioning | 3.1brand purpose   * 1. Target audience   3.3 market definition  3.4 Identifying critical brand benefits  3.5 brand competion | * Observation * Case studies * Project * Written * Oral |
| 1. Determine brand launch | 4.1. Developing brand launch strategies  4.2 Establishing brand launch timelines   * 1. Determining brand infrastructure   4.3.1 Inventing eco-friendly products, processes and practices   * 1. Building brand hype   2. Carrying out brand launch | * Observation * Written * Oral * Project * Case studies |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

# DISTRIBUTION CHANNELS

UNIT CODE: 041455114A

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Develop distribution channels

**Duration of Unit:** 150 hours

**Unit Description**

This unit specifies the competencies required to develop trade channel plans. It includes managing compliance and regulatory activities, carrying out consumer and market mapping, matching consumer needs to distribution channel, gathering channel insights, determining best channel(s), determining trade activities and preparing trade channel plans.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **Learning Outcomes** | **DURATION(hrs)** |
| **1** | Identify target partners | **42** |
| **2** | Select distribution channels | **33** |
| **3** | Implement distribution programs | **33** |
| **4** | Evaluate trade channel performance | **33** |
|  | Total | **150** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Identify target partners | 1.1 Defining target markets  1.2 Selecting networking events  1.3 Evaluating partners capabilities  1.4 Evaluating partnership costs  1.5 Assessing partnership expertise and resources | * Observation * Written * Oral * Project * Case studies |
| 1. Select Distribution channels | 2.1 Evaluating distribution options  2.2 Choosing distribution channels  2.3 Negotiating distribution agreements   * 1. Creating distribution plans   2.4.1. Importance of Channels   * + 1. Role of Marketing Channel     2. Channel Functions and Flows     3. Channel Levels     4. Channel-Design Decisions | * Written * Project * Observation * Case studies |
| 1. Implement Distribution Programs | 3.1. Setting up distribution centres  3.2 Coordinating logistics  3.2.1Implementing electric delivery vehicles  3.3 Monitoring channels  3.4 Channel conflicts | * Observation * Project * Written * Oral * Case studies |
| 1. Evaluate trade channels Performance | 4.1 Measuring sales quota attainment  4.2 Assessing inventory levels  4.3 Analysing delivery time  4.4 Assessing quality and delivery timelines  4.5 Analysing market share | * Observation * Case studies * Project * Written * Oral |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

# MODULE FIVE

# MARKET ANALYSIS

UNIT CODE: 041455112A

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Conduct market analysis

**Duration of Unit:** 150 hours

**Unit Description**

This unit specifies the competencies required to conduct market analysis. It involves establishing market analysis objectives, preparing market analysis budget, conducting market segmentation, gathering market analysis data and preparing market analysis report.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **Learning Outcomes** | **Duration** |
| **1** | Establish market analysis objectives | **40** |
| **2** | Conduct market segmentation | **40** |
| **3** | Gather market analysis data | **40** |
| **4** | Prepare market analysis report. | **30** |
|  | **Total** | **150** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Establish market analysis objective. | 1.1 Analysing marketing environment  1.2 Carrying out SWOT analysis  1.3 Developing Marketing analysis objectives  1.4 Reviewing marketing analysis objectives | * Observation * Written * Oral * Project * Case studies |
| 1. Conduct market segmentation | 2.1 Determining rationale for segmentation  2.2 Creating market segments  2.3Analysing segments  2.3.1Identifing consumer groups based on their environmental values and behaviours i.e. eco-conscious consumers, green buyers.  2.4 Selecting target segment  2.5 Brand positioning | * Observation * Project * Written * oral * Case studies |
| 1. Gather market analysis data | * 1. Target audience identification   2. Consumer behaviour influences   3. Data collection methods and tools   4. Market analysis budget preparation   5. Data collection   6. Data analysis and interpretation | * Observation * Case studies * Project * Written * Oral |
| 1. Prepare market analysis report | 4.1 Compiling and evaluating data collected  4.2 Making recommendations  4.3 Preparing marketing analysis report | * Observation * Project * Case studies * Written * Oral |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking
* Organization strategic plans
* Industry and Organization Report

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

# PROMOTIONAL CAMPAIGN

UNIT CODE: 041455115A

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Conduct Promotional Campaign

**Duration of Unit:** 150 hours

**Unit Description**

This unit specifies the competencies required to conduct promotional campaigns. It includes Identifying target partners, selecting promotional communication channels, determining promotional materials and executing promotional campaigns.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO.** | **Learning Outcomes** |  |
| **1** | Identify target partners | **33** |
| **2** | Select promotional communication channels, | **25** |
| **3** | Determine promotional materials | **25** |
| **4** | Execute promotional campaigns. | **67** |
|  |  | **150** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1.Identify target partners | 1.1 Identifying marketing communication content objectives  1.2 Selecting tagline  1.3 Designing content aesthetics  1.4 Creating communication content | * Observation * Written * Oral * Project * Case studies |
| 2.Select Promotional communication channels | 2.1 Identifying target audience  2.2 Identifying promotional communication channels  2.3 Tailoring promotional communication content | * Written * Project * Observation * Case studies |
| 3.Determine promotional materials | 3.1 Identifying target audience  3.2 Defining promotional objectives  3.3 Selecting brand identity | * Observation * Project * Written * Oral * Case studies |
| 4.Execute promotional campaign | 4.1 Establishing promotional goals  4.2 Identifying target audience  4.3 Crafting promotional message  4.4 Crafting online marketing strategies  4.5 Determining promotional media mix  4.6 Identifying promotional materials  4.7 Launching promotional campaign  4.8 Analysing promotional campaigns | * Observation * Case studies * Project * Written * Oral |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |

# MARKETING BUDGET

**ISCED UNIT CODE: 041455113A**

**Relationship to Occupational Standards**:

This unit addresses the unit of competency: Develop marketing budget

**Duration of Unit:** 150 hours

**Unit Description**

This unit specifies the competencies required to develop marketing budget. It involves establishing marketing plan ,allocate marketing resources ,monitor marketing expenditures and evaluating marketing budget plan

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **S/NO** | **Learning Outcomes** |  |
|  | Establish marketing plan | **47** |
|  | Allocate marketing resources | **37** |
|  | Monitor marketing expenditures | **37** |
|  | Evaluate marketing budget plan | **29** |
|  | **total** | **150** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcomes** | **Content** | **Suggested Assessment Methods** |
| 1. Establish marketing plan | 1.1 customer analysing  1.2 Establishing Marketing goals  1.3 Carrying out customer segmentation  1.4 Analysing competition  1.5 Establishing marketing priorities | * Observation * Written * Oral * Project * Case studies |
| 1. Allocate marketing resources | * 1. Identifying market purpose   2. Identifying target audience   3. Identifying marketing resources   4. Assigning marketing resources | * Written * Project * Observation * Case studies |
| 1. Monitor marketing expenditures | 3.1Selecting marketing expenditure tracking mechanisms  3.1.1 Investing in eco-friendly packaging materials  3.2 Identifying marketing expenditures  3.3Analysing online marketing costs versus main stream costs | * Observation * Case studies * Project * Written * Oral |
| 1. Evaluate marketing budget plan | 4.1 Setting KPIs  4.2 Analysing performance  4.3 Obtaining feedback | * Observation * Project * Case studies * Written * Oral |

**Suggested Methods of Instruction**

* Instructor led facilitation
* Demonstration by trainer
* Practical work by trainee
* Viewing videos
* Group discussions and presentations
* Field work and benchmarking

**List of Recommended Resources for 30 trainees**

**Tools, Equipment and Materials**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/ Specifications** | **Quantity** | **Recommended Ratio**  (Item: Trainee) |
| **A** | **Learning Materials** | | | |
|  | Charts | * Flip Charts * Rules and Regulations | 5 | 1:6 |
|  | External Storage Media | Flash disks, Compact Disks; Re-Writable | 5 | 1:6 |
|  | Smart board (Where Applicable) | LCD or projector | 1 | 1:30 |
|  | Whiteboard | Glass, melamine, porcelain | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** | | | |
|  | Lecture/Theory Room | (9\* 8 sq. metres) | 1 | 1:30 |
|  | Internet Connection | System | 1 | 1:30 |
| **C** | **Consumable Materials** | | | |
|  | Markers | Whiteboard markers and permanent Markers | 5 | 1:6 |
|  | Printing Papers | Sizes A4, A3, A2 etc | 5 reams | 1:6 |
| **D** | **Tools And Equipment** | | | |
|  | Desktops | Any model | 2 | 1:15 |
|  | Printer | Inkjet, LaserJet | 2 | 1:15 |
|  | Computers Software: | •Windows/Linux/Macintosh Operating System  •Microsoft Office Software  •Google Workspace Account  Antivirus Software | 1 | 1:1 |