**MURANG’A UNIVERSITY OF TECHNOLOGY**

**COURSE OUTLINE**

**Unit Code: BC/04/6 Unit Title: Manage Entrepreneurship Skills**

**Department: Human resource**

**Lecturer’s Name: R. Mwangi**

**Lecturer’s phone No. 0722448431**

**Contact Hours: 70**

**Term: I Academic Year: I**

**Expected Learning Outcomes**

a) Demonstrate understanding of who an entrepreneur is

b) Demonstrate knowledge of entrepreneurship and self-employment

c) Identify entrepreneurship opportunities

d) Create entrepreneurial awareness

e) Apply entrepreneurial motivation

f) Develop business innovative strategies

g) Develop business plan

**Teaching Methodology**

1. Lecture
2. Case analysis
3. Group discussion

**Instructional Materials**

1. LCD projector
2. Computer
3. Smart board

**Course Evaluation Methods**

1. CAT/ASSIGNMENTS/PRESENTATION 60%
2. FINAL EXAMINATION 40%

**References**

Angels, Dragons and Vultures (2012) by Simon Aelaud. Venture capital advice for

entrepreneurs.

Starting a successful business. Start up and grow your own company (2008) by Morris,

M.J.

The $100 startup (2012) by Chris Guillebeau.

The entrepreneur equation: evaluating the realities, risks and rewards (2011) by Roth,

Carol.

To be an entrepreneur, just get on with it (2016) by Deruan Miriam.

Angels, Dragons and Vultures (2012) by Simon Aelaud. Venture capital advice for

entrepreneurs.

Starting a successful business. Start up and grow your own company (2008) by Morris,

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| **WEEK** | **TOPIC** | **SUB-TOPIC** |
| 1 | **UNDERSTAND WHO ENTREPRENEUR IS.** | * Definition of terms * Distinguish between entrepreneur and business persons * Types of entrepreneurs * Importance of entrepreneurship * Disadvantage of entrepreneurship * Characteristics of entrepreneurs * Factors affecting entrepreneurship development |
| 2 | **KNOWLEDGE OF ENTREPRENEURSHIP** | * Distinguish between entrepreneurship and self-employment * Importance of self-employment * The role of entrepreneur in business * The contribution of entrepreneur in national development * Entrepreneurship culture in Kenya * Born or made entrepreneurs traits |
| 3 | **CAT 1** |  |
| 4 | **ENTREPRENEURSHIP OPPORTUNITIES** | * Sources of business ideas * Business life-cycle * Business legal aspects * Product demand assessment * Types of business environment * Factors to consider when evaluating business environment * Incorporation of technology in business |
| 5 | **ENTREPRENEURIAL AWARENESS** | * Forms of business * Factors to consider when selecting source of finance to the business * Governing policies on small scale enterprises (SSEs) * Problem of starting and operating SSEs |
| 6 | **CAT 2** |  |
| 7-8 | **ENTREPRENEURIAL MOTIVATION** | * Factors for external and internal entrepreneurial motivation * Motivation theories * Assessment of entrepreneurial orientation * Entrepreneurial communication principles * Application of entrepreneurial motivation theories |
| 9 | **CAT 3** |  |
| 10-11 | **BUSINESS INNOVATIVE STRATEGIES** | * Types of business innovative strategies * Importance of innovation in business * Creativity in business development * Developing innovative business strategies * Ways of developing linkages with other entrepreneurs * ICT in business growth and development |
| 12-13 | **BUSINESS PLAN** | * Types of business * Developing marketing plan as per business plan format * Prepare organizational/management plan * Prepare production/operation plan * Prepare financial plan * Prepare executive summary * Present business plan * Benefits of business plan * Disadvantage of a business plan |
| 14 | **END OF TERM EXAMINATION** |  |