



TECHNICAL UNIVERSITY OF KENYA

Education and Training for the Real World

**COURSE DESCRIPTION FOR ENTREPRENEURSHIP DEVELOPMENT FOR
DEGREE PROGRAMS**

2	INTRODUCTION TO ENTREPRENEURSHIP	<ul style="list-style-type: none"> • Definition of Entrepreneurship • Who is an Entrepreneur • Self-employment • Importance of entrepreneurship to national development
3	BUSINESS IDEAS AND OPPORTUNITIES	<ul style="list-style-type: none"> • Definition of Business Idea • Sources of Business Ideas and Opportunities • From Business Idea to Business Opportunity • Evaluating Business Opportunities
4	INNOVATION AND CREATIVITY	<ul style="list-style-type: none"> • Defining Innovation and Creativity • Importance of Innovation and Creativity in Entrepreneurship growth • Sources of Innovation and creativity • Types of Innovation • Technology and Innovation • Technology Transfer • Commercializing of new Innovations/ ideas
5	THE BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> • Understanding the Business Environment; Internal and External factors • Evaluating the Business Environment: PESTEL analysis • Industry Analysis • Competition Analysis • Doing Business in Kenya
6	THE ENTREPRENEURIAL PROCESS	<ul style="list-style-type: none"> • The business life cycle • Business startup and growth
7	FINANCING BUSINESSES IN KENYA	<ul style="list-style-type: none"> • Sources of business finance : Advantages and disadvantages • Venture capital, private Equity and Angel financing • Financing impact ventures
8	TENDERING AND CONTRACTS	<ul style="list-style-type: none"> • Tendering Procedure for Public Procurement and Supply • Negotiable Instruments

		<ul style="list-style-type: none"> • Employment Contracts
9	GLOBALIZATION AND CONTEMPORARY ISSUES IN ENTREPRENEURSHIP	The entrepreneurial spectrum :Social Entrepreneurship, Ethical Entrepreneurship, Responsible Entrepreneurship , The Green revolution, Concept of Shared Value Vs CSR
10	ENTERPRISE MANAGEMENT	<ul style="list-style-type: none"> • Managing Change • Coping with Competition • Risk Management • Goal Setting • Time Management • Production and Operations Management • Marketing Management • Effective Resource Utilization

NB:

This covers all the main topics and subtopics to be covered at degree level. This is derived from the summarized curriculum.