

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

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| 2 | **INTRODUCTION TO ENTREPRENEURSHIP** | * Definition of Entrepreneurship * Who is an Entrepreneur * Self-employment * Importance of entrepreneurship to national development |
| 3 | **BUSINESS IDEAS AND OPPORTUNITIES** | * Definition of Business Idea * Sources of Business Ideas and Opportunities * From Business Idea to Business Opportunity * Evaluating Business Opportunities |
| 4 | **INNOVATION AND CREATIVITY** | * 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** | * 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** | * The business life cycle * Business startup and growth |
| 7 | FINANCING BUSINESSES IN KENYA | * Sources of business finance : Advantages and disadvantages * Venture capital, private Equity and Angel financing * Financing impact ventures |
| 8 | **TENDERING AND CONTRACTS** | * Tendering Procedure for Public Procurement and Supply * Negotiable Instruments * 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** | * 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.**